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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS
Established 1906

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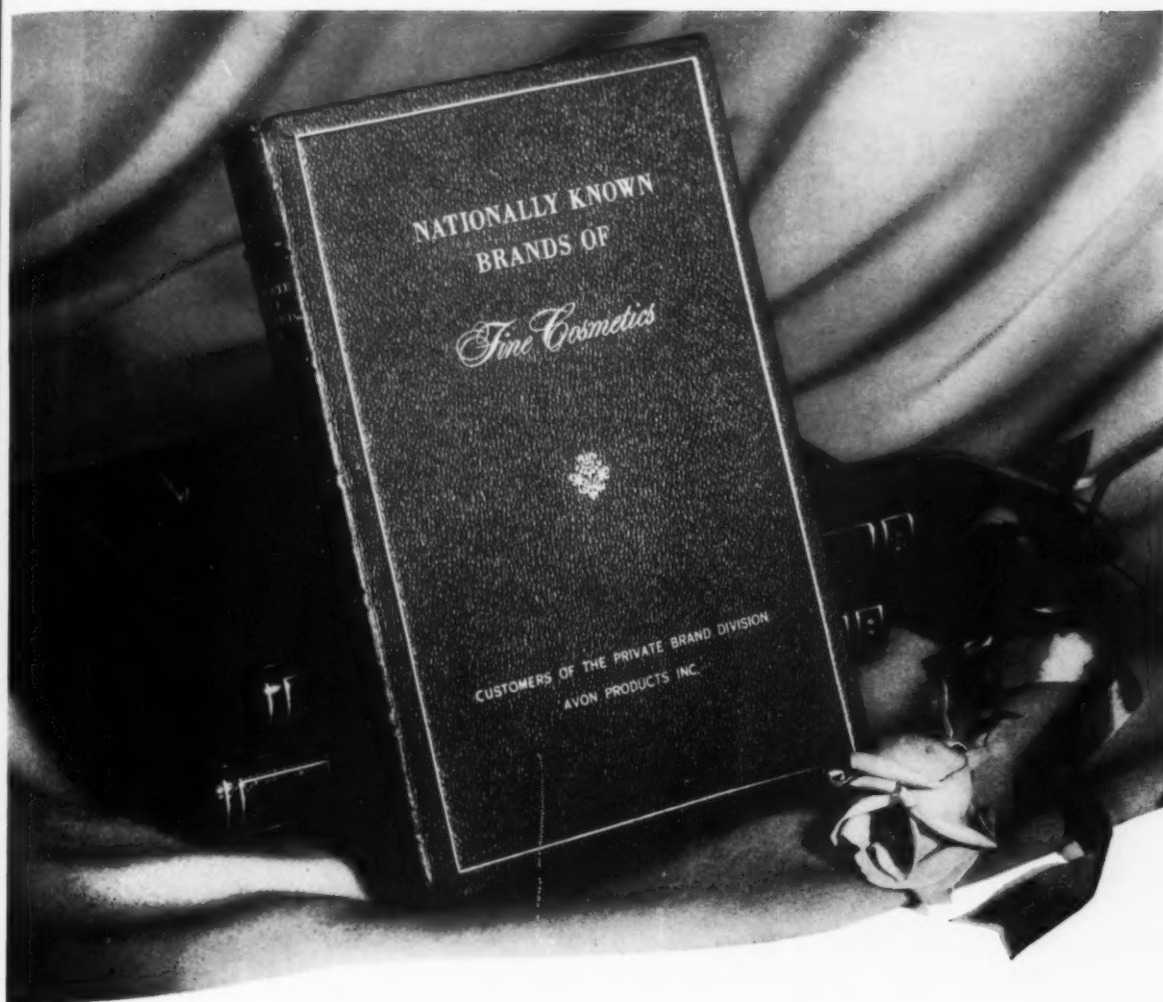
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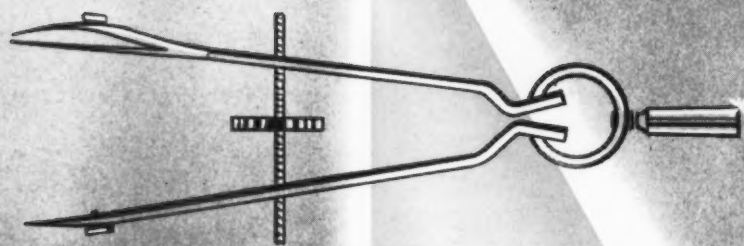
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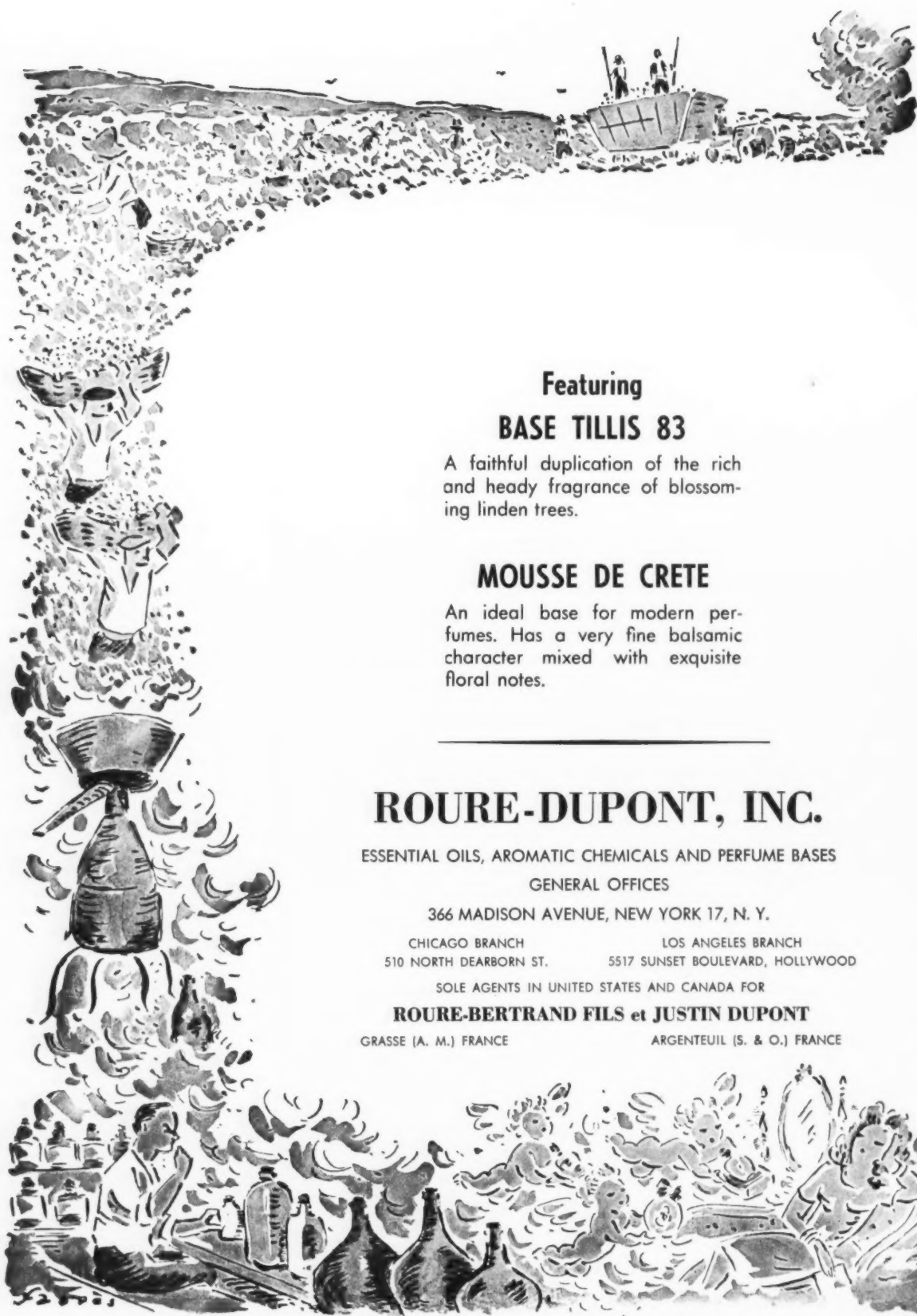
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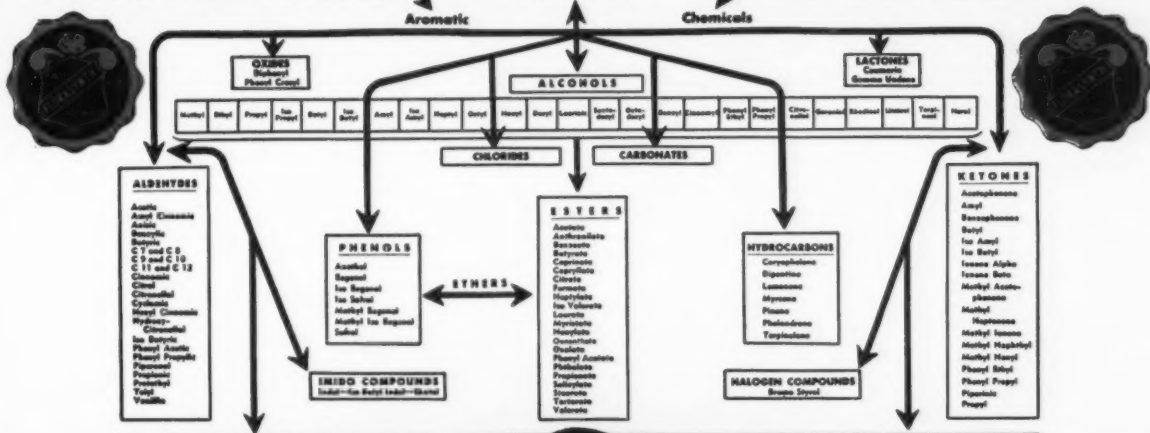
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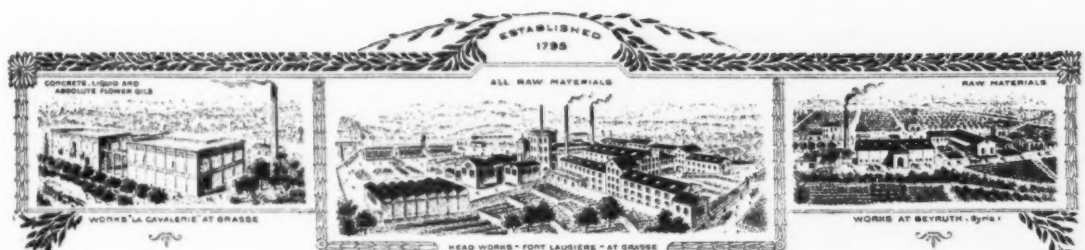
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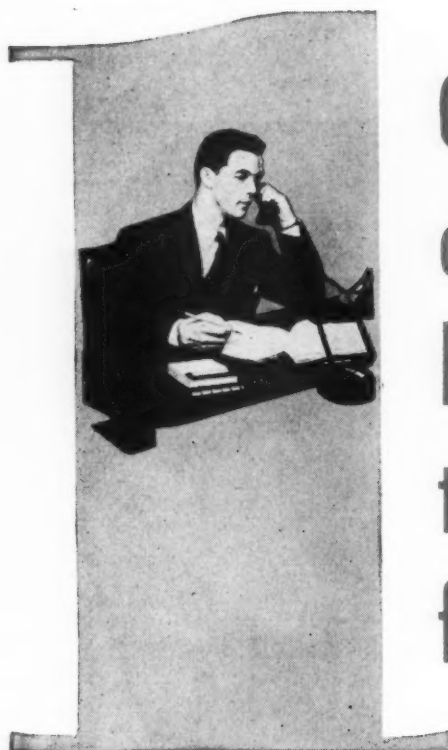
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Smear-Proof Lipsticks

Recently, this department ran a blurb on lipsticks which has brought forth a response from reader Hazel Bishop, who by the way, knows her lipsticks. With her permission the entire letter is reproduced here.

"Your comments on smear-proof lipsticks, which appeared in "Desiderata" of the July, 1953, issue of *The American Perfumer*, have raised several challenging issues. The longer lasting properties are obtained only in part through greater staining of the lips. They are also obtained in part by the pigments being embedded in a basic composition which adheres more tenaciously to the lips than was true in the old conventional lipstick formulas. Thus the smear-proof lipstick derives its color from pigment plus stain, rather than from stain alone. This is important because, without pigment, the lip application has a "thin water-colored" look which, in my opinion, is neither satisfactory or desirable to the American women. For the above reasons, the stick characteristics are not lost in the present smear-proof lipstick.

"Liquid lip rouges have been sold in this country as well as in Europe for a very long time. They have never gained significant popularity. Allowing for the sake of argument, that women would be satisfied with lip staining (a premise which I will not concede), the following physical facts must be considered. A liquid has fluidity hence

- (1) Dripping can occur during application.
- (2) Objectionable feathering is very likely to occur as a result of capillary action.

(3) A liquid of low vapor pressure would run unless it were readily absorbed by the skin.

(1) A liquid of high vapor pressure would most likely produce a physical sensation such as burning which might be considered undesirable to a large number of women.

"It would appear to me that the most fruitful experimentation is still in the stick form, wherein the experimenter should strive to achieve a mass which will stain the lips more securely and impart pigments held more tenaciously.

"It is vital that the experimenter keep in mind that an imperative function of a lip cosmetic is to provide the lips with a protective emollient film.

"In closing, might I add that women are accustomed to the stick form and the habit is very, very deeply rooted."

This department can't disagree much with the charming Hazel Bishop. "Desiderata" is supposed to provoke thought (often I am told it is damned more than anything), and the suggestions made were a type of "thinking out loud." This department has felt for a long time, that there is room for improvement in lip coloring—and still feels that way. But thanks Hazel Bishop for your keen analysis of the problem.

Ultrasonic Homogenizing

A British company has developed an ultrasonic homogenizer which can be clamped on to a tank in much the same manner as a portable agitator. The operation is fairly simple in that the material

is pumped through a nozzle against a vibrating blade. Pressures up to 30,000 psi are developed.

The unit sounds awfully good but I still think the method of use is wrong because it depends on the fact that the entire content of a tank will eventually be pumped into the homogenizing orifice as it circulates. Therefore, the unit must be in continued operation for a long period of time to make certain that all of the batch has been processed. If the batch could be passed through the unit in a direct continual stream, I could see where this type of homogenizer might be awfully useful.

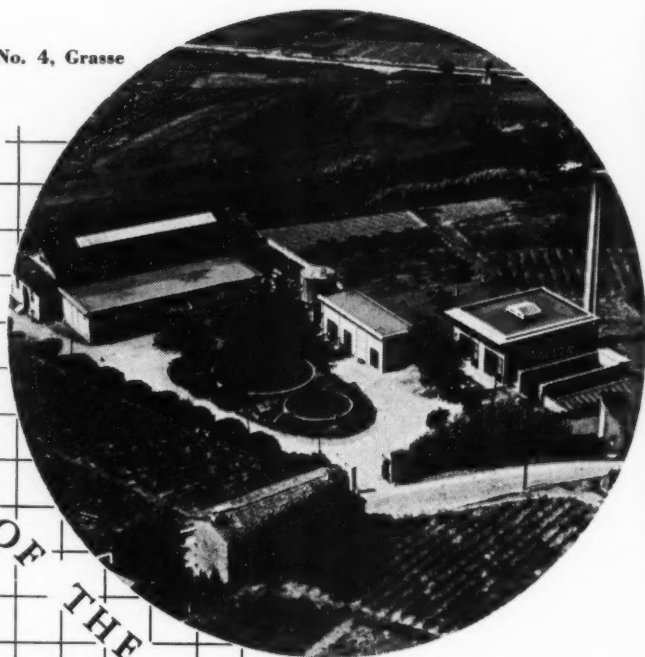
Similar types of equipment that use a colloid mill at the end of a long portable shaft, based on a principle in use in Europe many years, are now kept in operation in this country. I have used one of these units and, frankly, it produces some very interesting results but you never feel that the entire contents of the batch has passed between the rotor and the stator because one continually sees color streaking even after an hour of such operation in the case of color dispersions. Even so, the idea sounds good and it may be adapted along different lines.

Metal Bottles

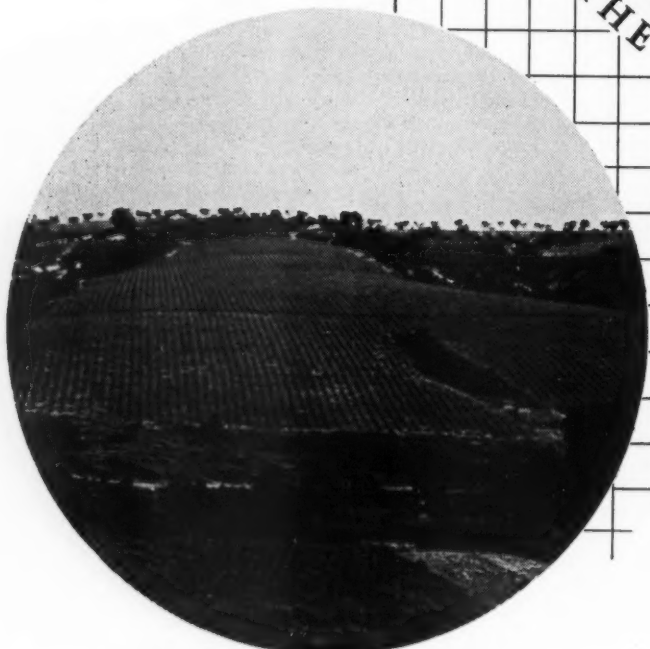
Everyone is acquainted with the seamless aluminum bottles made in the U. S. and abroad in sizes from about a ¼ ounce up to several gallons.

Now a domestic can company has produced a seamless, tinless, dripless spout pouring can in twelve and twenty two ounce sizes. This should be a WOW for bulky items shipped by express or parcel post.

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At the moment the supply is very limited but if enough interest is shown, undoubtedly the maker will try to satisfy the needs of the trade. The can is topped off with a plastic closure. Sounds interesting.

Essential Oil Antioxidants

The first announcement this department has seen on official recommendations on use of antioxidants in essential oils comes from the British Food Ministry. It finds propyl gallate (0.01%) and butylated hydroxyanisole (0.02%) as giving citrous oils in particular, protection against becoming "terpeny."

These two preservatives are approved in the United States for food use and have been so used for a couple of years.

Drum Warmers

From time to time this department has mentioned drum warmers and the use which they can serve in softening petrolatum, lanolin and related products, especially during the winter months. There is no question about their usefulness. The fact remains that you can't simply wrap a jacket with a built in heater around a drum of petrolatum or lanolin and expect

it to soften the contents over night or some similar length of time. What happens is the material on the outside melts and the balance of the contents of the drum are insulated against the heat surrounding the drum. The only way I can see such drum warmers doing their job properly is to have a slow—and I do mean slow—agitator working inside during the warming process.

Another way is to have a unit similar to a jar mill with rollers, on which the drum can be set and turned while a heating unit radiates the warmth over the circulating drum. I have seen this kind of unit in operation and know that it works well.

New Alcohol Sulfate

One of the first suppliers of sodium alcohol sulfates in this country now offers a new alkanolamine lauryl sulfate for use in clear and cream liquid shampoos, among other uses. Advantage claimed for the product is that it requires less of the usual thickening agents used for the purpose. It is reputed to have a good cloud point and is best used with a small amount of inorganic salt, such as sodium chloride.

and you can use, as a starter, a mixture of 75% rosin and 75% beeswax. This can be adjusted to suit.

You might be better off, however, to use some of the patented rosin-type formulas which can be obtained under license. The name of such a licensor is being mailed to you separately.

1044: Night Cream Ingredients

Q. With reference to my formula for a night cream, the cream is quick melting on the skin immediately upon applying but the only difficulty is that it is too soft during the summer months.

(Formula given)

The writer would greatly appreciate any help that you may give him to help overcome this problem.

J.O., Missouri

A. You list ten ingredients but you do not specify the amounts of emulsifier. To be able to answer your inquiry we will not only have to know the amount but the kind of emulsifiers as well, and upon receipt of this information we will be pleased to advise you further.

1045: Cream Depilatory Formula

Q. As per our telephone conversation of today, will you be so kind as to send us a formula or formulas for a cream depilatory without strontium sulfide or barium sulfide.

L.P.I., New York

A. You must first apply to the Schering Corp., 2 Broad Street, Bloomfield, N. J., for a license to manufacture a depilatory containing calcium thioglycolate, the actual material used in all these products. Having done so, please let us know and we will be delighted to send you a suitable starting formula for such a product.

1046: Hair Pomade

Q. We are interested in making a hair pomade containing the following constituents: white petrolatum, paraffin and perfume oil.

Please advise us what we can add to the above ingredients to give the hair a nice glossy or luster effect, as we desire to make a real stiff consistency.

H. W., Illinois

A. The three ingredients that you mention in use of making hair pomade, besides the perfume oil, can be mixed in any proportion to give a desired consistency. You might just start with equal parts of the three materials, increasing or decreasing the paraffin to suit your taste.

Questions and Answers

1042: "Skin Lifting" Creams

Q. We are desirous of obtaining information as to the oil or oils used in the manufacture of the new so called "skin lifting creams or liquids." Revlon, Marie Earle (Aralac), H. Rubinstein, Powers (Fluid Gold) all put up such preparations. Claims made for these are such as have never been approved before for advertising. Upon inquiry we have been led to believe that these fluid oils are of an oleic ozonide—or oxygen bearing quality. Do you know of such a commercial product? Also, is there available a formula for the self-neutralizing type of home permanent?

F.M.P., Oregon

A. There is a triolein ozonide used in cosmetics. A supplier's name is being sent to you. Self-neutralizing home permanents, to our knowledge are all patented. However, you might care to contact one of the several suppliers of home permanent

waving solutions, who may have some special innovation you would be interested in. (Names go by letter).

1043: Depilatory Formulation

Q. We do not want to use a depilatory formula containing calcium thioglycolate or barium sulfide or strontium sulfide. We thought that you would be able to furnish us with a workable formula that did not contain these mentioned ingredients. If it is possible we would appreciate a suitable formula for a depilatory that is workable.

P.L.I., Penna.

A. We are certain you realize the magnitude of your request if you are thinking of a depilatory that dissolves hair but which does not contain a "thio" compound or a sulfide. There is, however, a rosin-wax type that is applied to the skin and pulled off. deNavarre's book on cosmetics will show such formulas



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| <input type="checkbox"/> Eucalyptus | <input type="checkbox"/> Thyme |
| <input type="checkbox"/> Geranium | <input type="checkbox"/> Vetiver |
| <input type="checkbox"/> Grapefruit | <input type="checkbox"/> Wintergreen |
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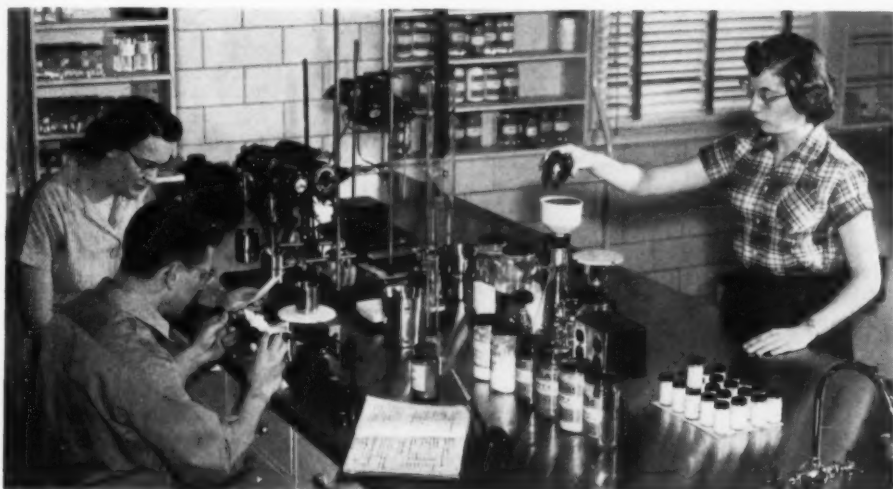
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Water Dispersible Derivatives

—and how they widen use-range
of lanolin's cosmetic benefits

By

GEORGE J. KING*



Researchers at Atlas Powder Co. evaluate cosmetic properties of lanolin derivatives.

LANOLIN, the long accepted standard of emollience in drugs and cosmetics, has become a household word within the past few years. Increasing consumer interest has, in turn, increased the importance of hydrophilic lanolin derivatives which have broken through application restrictions imposed by the lipophilic properties of lanolin itself.

Before the advent of these derivatives, uses of lanolin were bounded by these properties: it is almost completely oil-soluble; it is an emulsifier of the water-in-oil type; it is quite sticky. But without sacrificing any of lanolin's beneficial emollient effects, the derivatives reverse their behavior in emulsification. They are most applicable to oil-in-water emulsification. They can, how-

ever, also be used as auxiliary emulsifiers in water-in-oil emulsions.

The hydrophilic derivatives are made by reacting lanolin and the polyoxyethylene condensate of sorbitol. Their consistencies range from a heavy liquid to a thin paste. Color is generally slightly darker than cosmetic grade lanolin.

The solubilities of these derivatives are presented in Table I. Products ranging from water-dispersible to water-soluble have been prepared. Generally, solubility in mineral oil decreases with increasing water dispersibility. Solubility in dilute alcohol is not coincidental with either water or oil solubility. It should be pointed out that though the products marked "water-soluble" give transparent dispersions in water, true solution is

* Director of Sales, Industrial Chemicals Dept. Atlas Powder Co.

not obtained. With these materials in water a Tyndall cone may be observed indicating colloidal particle size. However, for all formulating purposes, clarity is the criterion, hence they are called "water-soluble."

The surface active properties of these products are presented in Table II. Surface and interfacial tensions were determined by the du-Nuoy ring method. The spreading coefficients were calculated from these data. For these determinations the agent was dissolved or dispersed in water.

Surface active data on lanolin solutions are not presented because of its limited solubility in water.

Typical Formulas

Typical formulas employing these new products have been developed. For O/W formulation, the hydrophilic lanolin product may be used as the sole emulsifier or in conjunction with other emulsifiers. They may be used with either ionic or non-ionic emulsifiers. The following formulas illustrate O/W formulation for several types of cosmetics.

Formula No. 1, cold cream—The lanolin derivative is added to a standard cold cream formula. In this instance, it undoubtedly exerts some emulsifying action, but as such it serves only as an auxiliary emulsifier.

Cold Cream—No. 1	
A	Beeswax 15%
	Mineral oil 50%
	Lanolin derivative No. 1 3%
B	Borax 1%
	Water 31%
Preparation—Heat (A) to 80°C. Heat (B) to 85°C. Add (B) to (A) with agitation.	

Formula No. 2, O/W emollient cream—A typical emollient cream employs a lanolin derivative as an auxiliary emulsifier to beeswax-borax.

Emollient Cream No. 2	
A	Beeswax 15.0%
	Petrolatum 10.0%
	Mineral oil 20.0%
	Hydrogenated vegetable oil, low titer 10.0%
	Lanolin derivative No. 2 10.0%
	Anti-oxidant 0.5%
B	Water 33.8%
	Borax 0.7%
	Preservative q.s.
C	Perfume q.s.
Preparation—Bring (A) to 70°C. Heat (B) to 72°C. Add (B) to (A) under rapid agitation at first, and when emulsified, agitate moderately. Perfume at 45°C, and pour at 35°C.	

Formula No. 3, O/W all-purpose cream—Two hydrophilic lanolin derivatives are used as the emulsifiers in this all-purpose cream.

All Purpose Cream No. 3	
A	Stearic acid XXX 15.0%
	Beeswax 2.0%
	Lanolin 1.0%
	Mineral oil 23.0%
	Lanolin derivative No. 2 5.0%
	Lanolin derivative No. 3 1.0%
B	d-sorbitol syrup 12.0%
	Water 21.0%
	Preservative q.s.
C	Perfume q.s.
Preparation—Bring (A) to 70°C. Bring (B) to 72°C. Add (B) to (A) slowly under continuous agitation. Perfume at 45°C, and pour just before set point.	

Formula No. 4, O/W facial cream—Lanolin derivative No. 2 is utilized as an auxiliary emulsifier. This is a typical vanishing type formula based on stearic acid.

Facial Cream No. 4	
A	Stearic acid 15.0%
	Mineral oil 1.0%
	Sorbitan monostearate 2.0%
	Lanolin derivative No. 2 1.5%
B	d-sorbitol solution 3.0%
	Water 77.0%
	Preservative q.s.
C	Perfume q.s.
Preparation—Add (A) at 90°C. to (B) at 95°C. With rapid stirring, add (C) at 50°C. Hand work occasionally to 25°C. Rework and pack next day.	

Formula No. 5, O/W hair dressing—Liquid type hair dressings may be prepared with these derivatives. Here is an example of this in which the hydrophilic lanolin derivative is an auxiliary emulsifier.

Hair Dressing O/W No. 5	
A	Petrolatum 7.5%
	Mineral oil 37.5%
	Beeswax 2.0%
	Lanolin derivative No. 2 4.5%
	Sorbitan sesquioleate 2.0%
B	Water 46.5%
	Preservative q.s.
C	Perfume q.s.
Preparation—Bring (A) to 75°C. Bring (B) to 75°C. Add (B) to (A) slowly with moderate, but thorough agitation. Perfume at 45°C. and agitate until cold.	

Water-in-oil (W/O) formulations, which contain absorption bases or W/O emulsifiers, are frequently difficult to manufacture. The emulsion does not "take" easily and excellent agitation or even homogenization or milling is necessary. With certain of these formulas a small amount of the opposite type of emulsifier (i.e., O/W or hydrophilic) may be added with good results. The effect is to promote ease of emulsification and to reduce the required efficiency of agitation. This at times permits the preparation of a cream without homogenization that previously required such treatment. This change in formulation may be made in the final cream or even in the absorption base. Formula No. 6 illustrates the use of a slightly hydrophilic emulsifier, Lanolin derivative No. 2, in connection with a lipophilic emulsifier sorbitan sesquioleate for preparation of a W/O absorption base.

Absorption Base W/O No. 6	
	Sorbitan sesquioleate 6%
	Polyoxyethylene sorbitol-lanolin (2) 4%
	Ceresin wax 15%
	Mineral oil 45%
	Petrolatum 20%
	Lanolin 10%
Preparation—Warm sufficiently to melt all ingredients and mix.	

Formula No. 7, W/O cold cream (emollient type) also illustrates the use of a hydrophilic lanolin derivative in combination with a W/O emulsifier.

Cold Cream W/O No. 7	
A	Petrolatum 35.0%
	Mineral oil 65/75 15.0%
	Paraffin wax 5.0%
	Ceresin wax 5.0%

Lanolin	1.0%
Sorbitan sesquileate	2.0%
Lanolin derivative No. 2	4.0%
B Water	30.3%
d-sorbitol syrup	2.5%
Magnesium sulfate	0.2%
Preservative	q.s.

C Perfume q.s.

Preparation—Warm the oil phase (A) and water phase (B) separately to 70°C.-75°C. Add the water phase (B) gradually to the oil phase (A) while stirring. Add perfume at 55°C to 60°C., filling directly into jar.

Beyond the scope of regular emulsification in cosmetic formulations is the solubilization of essential oils. This type of clear, non-alcoholic preparation has been in use in recent years with increasing popularity. It is possible to use hydrophilic lanolin derivatives in conjunction with the usual solubilizers or alone.

Clear Hair Dressing O/W No. 8

Lanolin derivative No. 3	15%
Water	85%
Preservative	q.s.
Perfume	q.s.

Preparation—Heat G-1441 to 70°C. Add water and preservative at 72°C. to the G-1441. Perfume at 50°C. Stir until cool.

Clear Hair Dressing O/W No. 9

Lanolin derivative No. 4	10%
Lanolin derivative No. 5	3%
Water	87%
Preservative	q.s.
Perfume	q.s.

Preparation—Heat G-1451 to 70°C. Add water and preservative at 72°C to the G-1451. Mix Tween 20 and perfume and add at 50°C. Stir until cool.

Formula No. 10, alcoholic hair dressing—When the inclusion of some alcohol is desirable, the choice of products soluble in dilute alcohol is recommended. The use of lanolin derivative 6 in the following formula illustrates a combination with dilute alcohol.

Alcoholic Hair Dressing No. 10

Lanolin derivative No. 6	10%
Alcohol (25%)	90%
Preservative	q.s.
Perfume	q.s.

Preparation—Heat lanolin derivative No. 6 to 72°C. Heat alcohol solution to 70°C. Add lanolin derivative No. 6 to the alcohol solution. Add perfume at 50° C. Stir until cool.

Formula No. 11, liquid hand soap—Lanolin derivatives which are "soluble" in water, No. 3 and No. 7, may be added to liquid hand soaps to produce an emollient effect. Formula No. 11 is typical.

Liquid Hand Soap No. 11

20% aqueous solution of coconut oil soap	98%
Lanolin derivative No. 3 or No. 7	2%
Preservative	q.s.

Preparation—Heat G-1441 or G-1471 to 65°C. Heat soap solution to 67°C. Add soap solution to the lanolin derivative with agitation.

Formulas No. 12 and 13, rubbing alcohol—In addition to their use in shampoos and hand soaps, selected lanolin derivatives can be added to rubbing alcohol to form clear solutions. The emollient properties of the lanolin derivatives aid in preventing excessive drying of the skin usually caused by the alcohol. Lanolin de-



Derivatives have all of lanolin's emollient effects and may be used in a wide range of cosmetic products.

derivative No. 7 can be used with either isopropanol or with specially denatured ethanol as illustrated in Formulas 12 and 13.

Product	No. 12	No. 13
Lanolin derivative No. 7	2%	2%
70% isopropyl alcohol	98%	—
70% specially denatured ethyl alcohol	—	98%

Preparation—Heat G-1471 to 60°C. Heat the alcohol solution separately to 60°C. Add the G-1471 to the alcohol while agitating the alcohol continuously.

This broad range of typical formulation emphasizes the application versatility of the lanolin derivatives which contrasts strongly with the limitations of lanolin itself.

TABLE 1
SOLUBILITIES OF HYDROPHILIC LANOLIN DERIVATIVES

Product Code	Water	Solubility at 25°C.†	Mineral Oil
Lanolin	I	I	SS
No. 2	D	D	I
No. 1	D	D	I
No. 6	S(H)	S*	I
No. 3	S*	SS	I
No. 4	S*	SS	I
No. 7	S*	SS	I

Key: I=Insoluble
D=Dispersible
S(H)=Soluble hazy
S=Soluble
SS=Slightly soluble

† Average solubility derived from tests at concentrations ranging from a trace of surfactant to a trace of solvent.

* Must be dissolved at approximately 65° C. to obtain clear solutions.

TABLE 2
SURFACE TENSIONS
LANOLIN DERIVATIVES

Product Code Number	5%	1%	0.1%	0.01%
No. 9	29.0	29.0	30.0	34.5
No. 8	36.0	37.0	39.0	44.0
No. 1	40.0	41.0	43.5	49.0
No. 3	41.5	42.5	45.0	50.0
No. 4	44.0	45.0	47.0	51.5
No. 7	39.5	40.5	43.0	48.0

INTERFACIAL TENSIONS
LANOLIN DERIVATIVES

Product Code Number	5%	1%	0.1%	0.01%
No. 9	3.5	4.5	7.5	15
No. 8	8.0	10.0	13.0	18.0
No. 1	10.5	11.5	14.0	18.5
No. 3	12.0	12.5	15.0	19.0
No. 4	14.0	15.0	17.5	20.0
No. 7	13	13	15	19

SPREADING COEFFICIENTS
LANOLIN DERIVATIVES

Product Code Number	5%	1%	0.1%	0.01%
No. 9	-2.5	-3.5	-7.5	-19.5
No. 8	-14.0	-17.0	-22	-32.0
No. 1	-20.5	-22.5	-27.5	-37.5
No. 3	-23.5	-25.0	-30.0	-39.0
No. 4	-28.0	-30.0	-34.5	-41.5
No. 7	-22.5	-23.5	-28	-37

Atlas Code Numbers for Lanolin Derivatives

No. 1	G 1431	Polyoxyethylene sorbitol lanolin
No. 2	G 1425	Polyoxyethylene sorbitol lanolin
No. 3	G 1441	Polyoxyethylene sorbitol lanolin
No. 4	G 1451	Polyoxyethylene sorbitol lanolin
No. 5	Tween 20	Polyoxyethylene sorbitan monolaurate
No. 6	G 1447	Polyoxyethylene sorbitol lanolin
No. 7	G 1471	Polyoxyethylene sorbitol lanolin
No. 8	G 1421	Polyoxyethylene sorbitol lanolin
No. 9	G 1401	Polyoxyethylene sorbitol lanolin

Buying and Selling

IT has often been pointed out that buying and selling are part of the same transaction. Salesmen seek customers and buyers require good suppliers. Both are significant partners in the distribution of goods. But mutuality implies more. The transfer of materials from seller to buyer includes more than their relative intrinsic value, for they represent the ultimate in the seller's whole philosophy of research, manufacturing and merchandising; the know-how of many people and the integrity and ethics developed as a result of right thinking upon the part of management.

We have been entering a period requiring highly competitive selling. In the near future we expect that it will be greatly intensified, well beyond the current status. Competitive selling can mean many things in the merchandising of goods. More basically, I think, it means to every salesman that it will be harder to obtain each purchase order and contract. To the buyer it means the re-expression on his part of negotiating skills and the evaluation of quality, service and price.—*Harold K. LaRowe.*

New Abrasive Method for Treating Skin Defects

A NEW technique developed for treating acne scars and other skin defects—through local freezing of the skin and abrasion of the tissue by a revolving wire brush—was described in the current *Archives of Dermatology and Syphilology*, published by the American Medical Association.

Successful use of the technique on 273 patients was reported by Dr. Abner Kurtin, New York. Most of the patients have been followed for at least two years, and some for as long as four years, without recurrence of the defects, the doctor added.

The procedure consists of first chilling the skin involved by applying a chemical ice pack for 20 minutes. The skin is then cleansed with alcohol. Ethyl chloride, an anesthetic, is sprayed on the area to be abraded, and a current of air directed on the site by means of a mounted blower.

Freezing occurs within a few seconds, making the skin insensitive, bloodless and rigid. Three square inches are frozen at one time and treated individually, as experience has shown that an area this size can be treated adequately before thawing begins, Dr. Kurtin stated.

Planing of the skin is accomplished by means of a small brush made of stainless steel wire, each strand of which is slightly curved. The brush is attached through a flexible hand piece and shaft to a mounted motor. The motor rotates 12,000 times a minute and is operated by a foot switch permitting variable speed controls.

Following abrasion, a piece of dry gauze is applied to the area. Dressings are changed daily, and complete healing usually occurs within a week. When more than one treatment is necessary, the procedure can be repeated in four weeks, Dr. Kurtin stated.

In all cases except one, healing occurred without complications; in the one case, the complication was eliminated within a short period, he stated. The healed skin was soft and pliable, and pigmentation returned to normal.

According to Dr. Kurtin, satisfactory treatment has been obtained in cases of acne scars, smallpox and chickenpox scars, superficial malignant tumors of the skin, horny growths such as warts or callouses, tattoos, wrinkles, certain benign tumors of the skin, elevated and depressed scars resulting from injury, burn scars, some moles or birth marks, and skin diseases causing thickened areas of the skin.*

* This technique was similarly described but illustrated with colored movies to the Society of Domestic Chemists, May 15, 1952 at its semi-annual meeting in New York City—*Editor.*

When you stop getting better you stop being good.—*Morris I. Pickus.*

Competitive selling is an instrument to keep the United States relatively depression free. It is not merely a way of slicing up a pie but also a way of increasing the size of the pie. Failure of many business men to understand this is one of the main reasons for what is commonly referred to as the lost art of selling.—*Robert A. Hardt.*

Synthetic Aromatics

for Foods



On a prune orchard

AROMATICS in apples was the subject of a review published by F. B. Power and U. K. Chesnut (J. A. C. S. 42, 1920, 1509. They have collected 0.0007% of the whole fruit in essential oil, which is a yellow, lightly viscous liquid that darkens as time goes on and smells strongly of fresh apples. It appears that wild apples hold more perfume, namely, 0.0013% of the whole fruit.

Among the odorous components in this oil, the authors have identified furfural, acetaldehyde, amyl alcohol, ethyl and methyl alcohol; further the formic, acetic, caproic, and caprylic acids in the form of amyl esters. The essential oil includes about 80% of acetaldehyde. The authors have also demonstrated that acetaldehyde exists already in the fruit and is not exclusively formed during distillation.

In another review, the same authors (F. B. Power and U. K. Chesnut, J.A.C.S. 44, 2938-2942: 12, 1922) have studied the aroma of McIntosh apples. They have isolated 0.0022% of essential oil in which they, once more, found the components which they had previously identified, and in addition geraniol.

As a result of these studies, the authors were granted U. S. Patent 1436290 as a supplement to U.S. Patent 1366541, describing their method of preparing a syn-

Apple, grape, almond, hazelnut, walnut,
prune, apricot, pear, and other flavors

... Components ... Empirical formulas

L. BENEZET

thetic apple essence by the use of amyl esters and formic, acetic, caproic and caprylic acids, further, acetaldehyde, geraniol, and geranyl acetate and formate.

After F. B. Power and U. K. Chesnut (P.E.O.R. 12, 1921, 123) this apple flavor compound might command the following formula:

Isoamyl formate	10	Acetaldehyde	2
Isoamyl acetate	10	Geranyl formate	1
Isoamyl caproate	5	Geranyl acetate	1
Isoamyl caprylate	1	Geraniol	1

In a study published in J. Tokio Chem. Soc. 41, 1920, 965, S. Kodama had already reported that some flavoring ingredients could be prepared by the dividing up of protein substances (leucic acid) which finding applies to the ethyl and methyl gammaacetyl oxyisocaproates; also: to the ethyl and amyl; ethyl alpha-isovaleryl-isocaproate; ethyl alpha-benzoylisocaproate; and alphaethoxyisohexyl aldehyde. All of these substances carry an apple-type perfume; however they do not exist in the fruit.

Finally, Jonathan W. White Jr. (Food Research, 15, 68, 78, 1950; C. A. 25/10/1950, 9583) has named the following volatile fractions of apple flavor:

Alcohols, 92%: Methyl, ethyl, propyl, isopropyl, butyl, isobutyl, d-2 methyl, 1-butanol, hexanol;

Carbonyl compounds, 6%: Acetaldehyde, acetone, aldehyde, caproic, 2-hexenal.

Most of these alcohols are also present in other esters. Some of the above-mentioned components may be utilized in an attempt at the reconstitution of apple flavor; namely, ethyl acetylacetate, the amyl and phenylethyl valerates, cinnamyl propionate, ethyl butyrate, benzaldehyde, ethyl heptanoate, ethyl malonate, and among the natural products to be added, Portugal-Guinea es-

* Originally published in La Parfumerie Moderne Vol. 43, No. 22, Jan.-Feb. 1951, pp. 61-78. Second in a series on this subject. Translated by Margaret Neurath.

sence and the essence of Morocco roses. This adds up to the following formula:

Ethyl acetate	50	Geraniol	10
Ethyl acetyl acetate	200	Geranyl formate	10
Ethyl formate	20	Geranyl acetate	10
Ethyl caproate	20	Ethyl butyrate	50
Ethyl caprylate	20	Phenylethyl valerate	20
Isoamyl formate	50	Benzaldehyde	5
Isoamyl acetate	50	Ethyl heptanoate	50
Isoamyl valerate	100	Cinnamyl propionate	50
Isoamyl caprylate	50	Ethyl malonate	64
Isoamyl caprylate	100	Essence of Portugal-Guinea	20
Acetaldehyde	50	Essence of Morocco rose	1
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Grape

In this instance, we will only discuss the juice of unfermented grapes.

F. B. Power and K. Chesnut (*J. Agric. Research*, 23, 1923, 47.—J. A. C. S. 43, 1921, 1741) have identified methyl anthranilate in the juice of several varieties. More recently, Lucien Sennichon and Michael Flanzky (*C. R.* 10, 7, 1933, 198) have detected acids and aldehydes that have not been identified as yet. We would suggest the following formula:

Acetyl methyl carbinol	3	Ethyl cinnamate	20
Ethyl acetyl acetate	100	Geraniol	5
Diacetyl	2	Geranyl butyrate	10
Ethyl acetate	150	Ethyl laurate	88
Ethyl formate	50	Ethyl palmitate	100
Ethyl butyrate	20	Essence of drags of wine	5
Ethyl caproate	20	Essence of Sage sclaree	2
Ethyl caprylate	50	Essence of muscat nut	3
Ethyl heptanoate	200	Essence of cardamon	2
Ethyl valerate	20	Methyl anthranilate	100
Ethyl pelargonate	50		
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Almond, Hazelnut, Walnut

Oil of bitter almonds (the pits of peaches and apricots) has been known for a long time. The mygdaline glucoside available in these nuts may be hydrolyzed by a component of emulsin (an enzyme) known as amygdalase, to form glucose, and the glucoside mandelonitrile. This, in turn, may be hydrolyzed by a second enzyme, prunase, to yield benzaldehyde, hydrocyanic acid and glucose. Thus, the essential oil includes hydrocyanic acid (6-7%) and benzaldehyde (93-94%). These two components combine among each other to form benzoic cyanhydrin. Therefore, it is not unusual to find the essential oil of bitter almonds to contain, simultaneously, hydrocyanic acid, benzaldehyde, and benzoic cyanhydrin.

Hydrocyanic acid is a poison and has to be separated out. To this end it is sufficient to treat the essence with iron sulfate and lime water; this yields a compound calcium ferrocyanide that can not be volatilized in water vapor. After Rosenthaler and K. Seiler (*J. Suisse de Pharm.* 60, 1922, 14 Sept.) ungerminated sweet almonds with no trace of bitter taste left in them include, never the less, hydrocyanic acid (about 0.1%).

The artificial perfume of bitter almonds should be shaded by the addition of synthetics, such as amyl acetate, vanillin, diacetyl, ethyl acetate and formate, the glycidic ester of benzaldehyde, coumarin and—as to natural substances—the essence of bitter almonds S. A. P. and of Morocco roses. The following formula is illustrative of this idea.

Ethyl formate	50	Benzaldehyde	480
Ethyl acetate	100	Glycidic ester of	
Diacetyl	2	benzaldehyde	100
Anisyl acetate	20	Essence of bitter almonds	207
Vanillin	20	Essence of Morocco rose	1
Coumarin	20		
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The flavors of hazelnuts and walnuts have been added to this section; however, the authors do not know of any study of the composition of their natural flavors. The following formulas are suggested:

Synthetic Hazelnut Flavor

Acetyl methyl carbinol	5	Ethyl butyryl lactate	100
Diacetyl	2	Dimethyl resorcin	10
Ethyl acetate	200	Methylcyclopentenolone	
Ethyl caproate	200	acetate	20
Anisyl acetate	23	Oakmoss absolute	5
Ethyl benzoate	2	Octanolide	20
Benzaldehyde	100	Essence of bitter almonds	
Benzyl alcohol	165	S. A. P.	13
Glycidic ester of benzaldehyde	50	Essence of muscat nut	30
Vanillin	20	Vanilla Bourbon absolute	5
Coumarin	10	Maltol	10
Dihydrocoumarin	10		
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Walnut

Acetyl methyl carbinol	5	Methylcyclopentelonone	
Diacetyl	2	butyrate	100
Ethyl acetate	150	Methylcyclopentelonone	
Ethyl laurate	100	acetate	50
Lauryl acetate	100	Methylcyclopentelonone	100
Anisyl acetate	13	Maltol	10
Benzoic aldehyde	18	Oakmoss absolute	2
Benzyl alcohol	230	Octanolide	28
Coumarin	10	Muscat nut essence	30
Ethyl butyryl lactate	50	Dimethyl resorcin	2
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Prune Flavor

The author knows of no analysis of the composition of natural prune essence. To create an artificial prune flavor one might employ—in addition to ingredients of the previously discussed bases—benzyl butyrate, the ionones and pseudoionones, allyl cinnamate, nonalactone, linalol, benzyl phenyl acetate, and musk B. R. B. Natural oils to be utilized in this instance are the essences of bitter almonds, Morocco roses, cinnamon Guaiac, and Petitgrain Bigarade. The following formula may serve as indication:

Ethyl acetate	100	Benzyl phenylacetate	100
Ethyl butyrate	50	Musk B.R.B. 10%	1
Ethyl acetylacetate	100	Vanillin	10
Ethyl benzoate	20	Essence of bitter almonds	20
Ethyl butyrate	50	Essence of Morocco roses	1
Ethyl caprate	100	Essence of cinnamon	5
Amyl acetate	30	Essence of Guaiac	20
Linalol	10	Essence of Petitgrain	
Ionone	2	Bigarade	10
Pseudoionone	5	Maltol	5
Coumarin	10	Benzyl alcohol	141
Allyl cinnamate	100	Glycidic ester of	
Nonalactone	10	benzaldehyde	100
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Apricot

The composition of the natural flavor is still unknown; an artificial flavor should be enhanced with the hot, spicy and balsamic odor characteristic of some preferred varieties. A jasmine and musky note might be



Pear flavor has a rosy, musky note with a very light acid undertone.

added to recreate the exotic aroma surrounding this fruit of asiatic origin. Substances of particular usefulness in this instance are the lactones, such as octanolide, nonalactone, decalactone and even undecalactone; further, the allyl, amyl, and benzyl cinnamates, the geranyl and benzyl phenylacetates, linalyl anthranilate, benzyl salicylate, Nerolin, anethol, phenylethyl valerate, Musk B. R. B. Natural oils and essences to be used are those of Ylang-Ylang, bitter almonds, Neroli, Morocco roses, Petitgrain Bigarade, and jasmin absolute. Thus, an artificial apricot flavor might include:

Acetyl methyl carbinol	5	Anethole	10
Ethyl butyrate	100	Vanillin	10
Amyl butyrate	50	Decalactone	50
Amyl valerate	20	Undecalactone	50
Benzyl butyrate	100	Ethyl caprate	100
Ethyl benzoate	10	Musk B.R.B. 10%	1
Benzyl propionate	50	Essence of bitter almonds	20
Phenylethyl butyrate	20	Essence of Neroli	10
Allyl cinnamate	100	Jasmin absolute	1
Amyl cinnamate	20	Essence of Morocco roses	2
Benzyl cinnamate	30	Essence of Petitgrain Bigarade	10
Geranyl phenylacetate	30	Essence of Ylang-Ylang	5
Benzyl phenylacetate	50	Benzyl Alcohol	75
Linalyl anthranilate	30	Maltol	6
Benzyl salicylate	20	Essence of Clove Bourbon	5
Nerolin	10		
			1,000

Pear Flavor

This wonderful fruit known since the oldest of ages (archeologists say that the lake dwellers ate it) has not yet been studied from the viewpoint of flavor formulation. In this fruit we generally find a rosy, musky note with a very light, acid undertone. Thus, in addition to most of the components already recommended for use in apple flavors, we might employ the geranyl, linalyl and phenylethyl butyrates; the hexylacetate and hexanol; hexyl butyrate; geranyl propionate; butanol, Musk B. R. B. and the natural essences of ginger, orange bitter; almonds, Morocco roses and dregs of wine. This is a suggested formula.

Acetaldehyde	4	Butanol	1
Ethyl acetylacetate	100	Ethyl caprate	100
Ethyl acetate	130	Amyl valerate	50
Acetyl methyl carbinol	4	Cinnamyl acetate	100
Diacetyl	1	Coumarin	10
Ethyl butyryl lactate	100	Vanillin	20
Geranyl propionate	50	Musk B.R.B. 10%	2
Geranyl butyrate	100	Essence of Orange	50
Linalyl butyrate	10	Essence of dregs of wine	2
Phenylethyl butyrate	50	Essence of bitter almonds	
Hexyl acetate	50	S. A. P.	20
Hexyl butyrate	20	Essence of Morocco roses	1
Hexanol	20	Essence of ginger	5
			1,000

Crabapple

This is another aroma that has not been chemically analyzed as yet. The basic note is similar to that of apple flavor; i.e. from the synthetics viewpoint, of acetaldehyde, amyl formate, ethyl acetylacetate, ethyl acetate, etc.; further it holds a rosy, musky note of geranyl esters, Ambrette essence and rose essence; finally, a heavy, lasting note with a strawberry shading which may be reconstituted by adding the synthetic strawberry flavor already discussed, strengthened with a suitable proportion of maltol.

Ethyl acetyl acetate	200	Amyl caproate	20
Ethyl acetate	50	Amyl caprylate	20
Acetyl methyl carbinol	5	Artificial strawberry flavor	100
Amyl butyrate	100	Essence of Morocco roses	1
Hexyl valerate	50	Essence of Ambrette 10%	5
Ethyl caprate	50	Essence of terpeneless lemon	2
Ethyl undecylenate	50	Essence of bitter almonds	10
Isobutyl pelargonate	50	Vanilla absolute	2
Geraniol	50	Maltol	10
Geranyl butyrate	100	Glycidic ester of benzaldehyde	50
Citronellyl butyrate	50	Ethyl pelargonate	25
			1,000

Currant and Gooseberry

These are two more fruity notes whose chemical composition has so far not been investigated. We are, below, suggesting formulas which might be easily amended, depending on the result obtained:

Currant

Acetyl methyl carbinol	5	Benzyl butyrate	100
Ethyl acetate	100	Phenylpropyl butyrate	50
Ethyl formate	27	Benzyl phenylacetate	100
Diacetyl	2	Allyl cinnamate	100
Ethyl acetyl acetate	50	Methylcyclopentenolone	
Cyclohexyl acetate	20	butyrate	50
Butyl acetate	50	Alpha-ionone	30
Cinnamyl acetate	50	Abs. of Cassia buds	30
Ethyl butyrate	20	Pyruvic acid	30
Styrallyl butyrate	20	Vanillin	30
Ethyl caprylate	50	Maltol	10
Ethyl caprate	50	Methyl p-cresol	1
Ethyl benzoate	5	Coumarin	20
			1,000

Gooseberry

Ethyl acetate	100	Geraniol	20
Ethyl formate	50	Geranyl acetate	10
Ethyl butyrate	50	Artificial strawberry	200
Styrallyl acetate	50	Artificial raspberry	100
Styrallyl butyrate	20	Essence of cinnamon	20
Ethyl caprylate	100	Essence of Morocco roses	2
Ethyl caproate	50	Essence of dregs of wine	10
Ethyl heptanoate	100	Essence of African Geranium	18
Ethyl caprate	100		
			1,000

Coconut

As early as 3000 years B.C. the Indian Sanscrit books mentioned this savory fruit for fresh food. It encloses a rich liquid that looks like milk and has a refreshing, sweet flavor; and an albumen or almond-type section called coprah which, when dry, includes about 60% of fatty substances.

The flavor appears to be one of oxidation products, due to the development of rancidity in fatty substances. The following components have been identified:

d-methyl n-heptylcarbinol
d-methyl n-nonylcarbinol
methyl heptyl ketone
methyl nonyl ketone
methyl undecyl ketone
methyl amyl ketone
caproic acid

(see Haller and Lassieur, G. R. 150, 1910, 1013; Bull. Schimmel, Oct. 1910, p. 38; also Apr. 1911, 51. Schimmel Ber. 1925, 43; further E. Gildmeister and P. Hoffman "Les Huiles Essentielles" 1919, II 286)

Of synthetic materials, a reconstitution might employ some lactones, such as hexanolide, octanolide, decalactone, undecalactone and nonalactone:

Coconut Flavor

Diacetyl	20	Caproic acid 10%	1
Acetyl methyl carbinol	20	Ethyl laurate	100
Methyl amyl ketone	1	Ethyl palmitate	100
Methyl heptyl ketone	2	Ethyl caprate	100
Methyl nonyl ketone	2	Caprylic acid	5
Methyl heptyl carbinol	10	Decalactone	50
Methyl nonyl carbinol	10	Nonalactone	100
Lauric alcohol	50	Ethyl butyryl lactate	200
Decyl alcohol	50	Coumarin	5
Methyl undecyl ketone	2	Vanillin	10
Butyric acid 10%	1	Lactic acid	161

1,000

Packaging that Retailers Like

MANY a retail man is a booster for standard-sized packages. Containers that hold almost, but not quite, the same amount of product, may not give him sleepless nights or ulcers, but they do add to his chores.

The packages that shows all and/or tells all in an attractive, informative manner gets an approving retail nod. The shopper wants to know what's in a package, how much of it, and where appropriate, how the contents should be used. The package or package elements that have the best answers to these questions are favored by the consumer . . . and by the retailer as well.

The re-use package gets the endorsement of more than one man behind the counter. He loves a good product packed in a container that may be used in refrigerator, work shop, garage, or elsewhere around the house after it has done its original job. And he thinks the consumer has a similar affection for a product so packaged.

The price spot on a package meets with almost universal retail approval. The spot system makes pricing and checking easier. It saves time around the cash register. It eliminates juggling the package to find the price of the product.

The retailer is the man in the middle of the pack-

ing sequence that begins with the packer and ends with the consumer. Every retailer doesn't have the same packaging preferences and problems. There may be a retailer or two who never bothers his pretty head with packaging.

But by and large, the retailer wants and merits packaging consideration. He decides which products go on his shelves. He profits from those that move off. Any feature of a product—including the packaging thereof—that helps the retailer, helps the packer.—*Dart Smith in Phoenix Flame.*

A little jack will lift a car but it takes a lot to keep it up.—*Houghton Line.*

Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1951 and 1952 and also the collections for the months of 1953 so far issued are given in the table following:

	1953	1952	1951
January	\$13,123,480	\$11,547,853	\$12,255,363
February	13,859,961	14,338,420	12,867,842
March	7,805,077	7,248,879	8,534,569
April	9,236,101	8,218,865	5,746,348
May	9,286,470	9,174,622	9,293,461
June	8,875,000	8,253,649	8,622,275
July	9,996,000	9,357,443	8,901,311
August	5,964,000	8,849,488	10,252,706
September	370,000	8,523,241	7,698,854
October		8,439,370	9,365,932
November		7,878,976	8,916,488
December		10,432,117	8,974,245

It will be noted that cosmetic tax collections for September are much lower than normal. This is due to the change in the system for collecting these taxes on a quarterly rather than on a monthly basis and does not mean that sales of cosmetics were less than usual.



"All I want is a simple little idea that would revolutionize the cosmetic business . . . is that too much to ask?"

Production of Lavender



AUG. J. HUGUES

AMONG all the aromatic plants treated in the South of France, the Lavender and its species are without doubt those which represent the most important tonnage. It mostly grows wild, from the plains to the high mountains and three chief types can be distinguished: Real Lavender, Lavandin and Aspic.

Real Lavender (*Lavandula Officinalis* Chaix) is met under two forms: *Delphinensis* and *Fragrans*. The first one grows in cool and sometimes under-shade places and in high altitude. The other is met in Low Provence and in inverse conditions: large insolation, light, dry and pervious soils, middle altitude.

Regarding characteristics, the two varieties being compared one to the other, Lavender *Delphinensis* has a larger development. The leaves are wider, longer, more spread out, the floral stems longer, stronger, and showing rare and also longer inflorescences, with bluish flowers ranged one above the other. Its essential oil is the richest in ethers. The *Fragrans* Lavender has a more clustered appearance, short and squat-built. It has narrower leaves with more or less rolled up edges and numerous stiff floral stems. Its essential oil has a more intense odour.

As already written above, lavender grows mostly wild. It can be found in this state in uncultivated zones of about twenty departments but mostly in that of the Drome (which has the biggest production) of the High and Low Alps, the Maritime Alps, the Vaucluse and the Var.

The inferior limit of altitude stands at 800 feet, and

the highest at 6500 feet. Above this limit, the cold and the high degree of humidity are not favorable to the lavender. It grows in almost any soil, even the poorest, provided it is pervious enough. However, exposure and climatic conditions have more influence than the quality of the soil on the output of essence and the value of it. A Southern exposure increases the quantity of flowers and the output of essence of a lower quality. A Northern exposure, on the contrary, lessens the quantity and increases the quality. Collecting the flowers, under the burning sun, is hard work and a long one, too, as the lavender plants are spread a bit everywhere. At one time, a good cutter would reach an average of 200 lbs. a day, but now this figure has gone down to 100 to 130 lbs., the workers having less zeal or being maybe less capable.

Because of the diminution of output and the difficulty of finding a less expensive workmanship, it has become a necessity to cultivate the lavender. It presents lots of advantages. The plants receive care and fertilizers. Being less exposed to dryness, they have a larger development and give more flowers, which are more easily collected, a man being able to gather as much as 900 lbs. in a day's work. A selection of the plants can be done and the flowers can be cut at the moment where the best output of essential oil can be obtained.

It is also possible to take care of the diseases of these plants and especially of the larva of a coleopter which attacks the big tap-root and later on the leaves when approaching the chrysalis form.

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LANOLIN CHOLESTEROLS in their most active form.

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The Amerchols are ideal ointment bases since they are stable, induce rapid drug release, and promote optimum healing rates.

WE KNOW OF NO CASE OF AN ALLERGY DUE TO AN AMERCHOL.



AMERICAN CHOLESTEROL PRODUCTS
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Write on your business letterhead for technical literature and suggested formulas.

To create a plantation of lavender, young and healthy plants, selected in the land, are used, or else splits from big plants. One may also use cuttings, layers or seeds but the first process is the best. The ground is prepared in July-August, disinfected, ploughed and harrowed. The proper time for planting varies according to the altitude, from October to the end of winter at low altitudes, before spring, in high mountains.

The distance between the plants must be such that maintenance work can be done with machines pulled by animals without injury to the plants while these can reach their biggest development without touching one another. A distance of five feet between the lines and two feet six inches between the plants is usually adopted. When the soil is flat and rich a quincunx plantation is preferred, five feet in every direction. Maintenance work is done from the beginning of March. It first consists of a light ploughing in order to bury in the ground the different fertilizers: nitrate of soda, ammoniac sulfate, superphosphate potash chloride or sulfate according to the nature of the soil and the needs of the plants. In June, the ground must be aired with a flat hoe and this work must be done again after the crop starts at the end of July. Then there is a last ploughing in October. A lavender plantation in a good situation, well kept, may last about ten years and its produce which stands, as an average, around 2000 lbs. to the acre may reach 5000 lbs. after the fifth year; but these figures of course may vary according to the age and density of the plantation, the care given to it, nature of the soil and the exposure.

They vary also from one year to another. The gathering or, rather, the cutting down, is done with a very sharp sickle, taking care not to spoil the plants, especially not to root them up or cut them too short. The latter system is advantageous for the workmen as it increases the weight of the crop but lessens the output of essence. Distillation takes place as soon as possible, as drying and especially fermentation must be avoided. It is for this reason that the distillers install themselves near the collecting centers, thus also reducing transport expenses. A few direct fire stills are yet in use, despite their disadvantages, but the majority of the distilleries are equipped with steam heated, modern industrial stills, which possess improved arrangements and permit handling important quantities of flowers in a minimum time, and also obtain a better output and an essence richer in ethers, although less soluble and having a higher density.

As in the case of all aromatic plants, the produce vary with the meteorologic conditions at the time of the crop, the altitude, the variety of lavender treated, the proportion of stems, the method of distillation, the time spent between the cutting and the distillation, the nature of the soil, etc.

As an average, 1 lb. 9 oz. to 1 lb. 13 oz. of essence for 200 lbs. of flowers is obtained. For the same reasons as above, the composition and the physical and chemical characters differ with each type and give the possibility of selections answering to all the needs of the consumer.

Lavender oil is used by the perfumery trade, for the manufacturing of cologne waters and the preparation of a few perfume bases. But the greatest part of it goes to the soap industry. It is also employed, in quantities, because of its properties, for therapeutical, medical,

surgical and veterinary uses. It is also necessary to mention another form of utilization of lavender: the dry flower industry which supplies the herbalists. These dry flowers are used for the preparation of scent cushions which are mostly exported to America.

Production

The total production of lavender oil is known but approximately. It may be esteemed at seventy tons and its price varies between 4500 and 5000 francs per kilo, according to the percentage of ethers.

Lavender flowers are also treated by solvents and the product obtained by this means, called concrete, really reproduces the perfume of the flower. This manufacture is only done in the Grasse factories, together with distillation, and, for this reason, it is difficult to know the tonnage of flowers treated. Contrary to what is done when distilling, flowers are sometimes allowed to dry in order to lose part of their weight, and this accounts for a sensible loss of aromatic elements. The output varies between 1, 5 and 2%. The concrete has a dark green colour, its perfume is more blended and tenacious. Its melting point stands between 32 and 39 deg. and it gives from 50 to 60% of absolute essence having the following characteristics:

density at 15 deg. (cent.) 0,939 to 0,968 (kilo)

Refraction 20 D—1,467 to 1,486

I.A.—4, 8 to 15

I.E.—76 to 136

It must be mentioned that other varieties of lavender exist: *L. Pyrenaica* D.C. growing in Pyrenean regions and *L. Latifolia*, met in the Ariege department. This latter plant can reach a height of two feet seven inches with rigid stems.

Also *L. Stoechadensis*, found on granitic or silicious arid hillsides, of many Mediterranean regions, especially in Spain and Portugal. It comes from Arabia and presents a branching aspect, one to two feet high, with whitish leaves and short floral stems. The ears are short but tight and compact and characterized by two large violet red bracteas at the top. Very little is distilled in France, because of inferior quality and a low percentage of ethers. It is the object of an appreciable production in Spain. Regarding this country, it is worth mentioning that the culture of *L. Vera* was experimented after 1940 in the Torrejon, Ardoz and Casa de Campo regions.

The essence obtained from the distillation of flowers has the following characteristics:

D.—0,8888 to 0,8977 (kilo)

R.P.—6 deg. 8 to 9 deg. 6

Refract.—1,455 to 1,4690

I.A.—0,10 to 1,79

Eth.—39,85 to 55,59

Sol. Insoluble in 70 proof alcohol

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The need for creative selling has never been more evident than it is now in the chemical and its allied industries.—*H. D. Hughes.*

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MODULAN

The MODIFIED LANOLIN with new properties.

Modulan is chemically treated lanolin containing all the constituents of lanolin modified by a unique treatment to impart NEW and VALUABLE PROPERTIES.

Modulan forms clear solutions even in cold mineral oil and deposits hydrophobic, emollient films on skin and hair. These desirable protective films are waxy rather than tacky and are very pleasant to the touch.

Modulan is extremely hydrophobic—does not form greasy emulsions and is practically odorless. CLINICAL INVESTIGATIONS HAVE INDICATED THAT IT IS HYPO-ALLERGENIC.

Because of its solubility in mineral oil and its outstanding compatibility with oil-in-water emulsions and with soaps and shampoos, Modulan is particularly recommended for use in creams, lotions, baby products, hair preparations, make-up, and ointments.



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technical literature and suggested formulas.

END OF REPORT — HOW MUCH DOES IT COST?

T THIS is the last of a series of advertisements designed to acquaint the members of the Toilet Goods Industry with a few of the services which the Toilet Goods Association performs for them. If you have read the individual advertisements you may have wondered about two things: If you are now a member, how can anyone afford not to be? If you are a non-member, how much does it cost to belong?

T OUR SLIDING scale of dues payments has so far as we know never been published. We believe it should be for two reasons: to still the misapprehension that membership is unduly expensive—and to show that large and small members fairly share the not inconsiderable cost of maintaining your Association.

T EVERY MEMBER checks one of these blanks each year.

JANUARY 1	19 54
PROMINENT TOILET GOODS COMPANY 9876 Broadway, American City.	
TO THE TOILET GOODS ASSOCIATION, INC. Ds. 9 ROCKEFELLER PLAZA NEW YORK 20, N. Y.	
ANNUAL DUES FOR THE YEAR ENDING DECEMBER 31, 19	
Our annual net Toilet Preparations Sales place us in the following category:	Annual Dues
<input type="checkbox"/> Less than \$ 100,000.00 a year	\$ 75.00
<input type="checkbox"/> Less than \$ 175,000.00 a year	\$ 125.00
<input type="checkbox"/> Less than \$ 250,000.00 a year	\$ 200.00
<input type="checkbox"/> Less than \$ 500,000.00 a year	\$ 400.00
<input type="checkbox"/> Less than \$1,000,000.00 a year	\$ 800.00
<input type="checkbox"/> Less than \$2,000,000.00 a year	\$1,500.00
<input type="checkbox"/> More than \$2,000,000.00 a year	\$2,500.00
<small>(Check with "X" class in which you place your firm and enclose your check in the proper amount)</small>	

T ASSOCIATE Members pay a flat rate of \$100.00 per year.

T THAT is the story! And thank you for reading these advertisements. We hope you liked them.



THE TOILET GOODS ASSOCIATION, INC.
9 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Dr. Emil Klarmann



S. C. C. Medalist

DR. EMIL G. KLARMANN, who has been awarded the honor of being named medalist by the Society of Cosmetic Chemists for outstanding contributions to the science and art of cosmetics, has spent three decades in pursuit of better and safer products to enhance the beauty of women. Today he is vice-president in charge of technical services for Lehn & Fink Products Corporation, a firm which he joined in 1924.

Dr. Klarmann received his training in chemistry, chemical engineering and biochemistry, first at the Technological Institute of Brunn, and later at the University of Halle a.s. At this latter seat of learning he became associated with Emil Abderhalden, a disciple of the great Emil Fischer, and under the influence of Abderhalden the young Klarmann became interested in the structure of the protein molecule. It is from these studies that there appeared several of his earliest papers published with Abderhalden, also a comprehensive monograph on the occurrence of cyclic structures in proteins written at the latter's suggestion.

Seeking to continue his academic studies and his research activity, Dr. Klarmann came to the United States intending originally to join the staff of the Rockefeller Institute, only to learn that that organization had been approached by Lehn and Fink who were seeking a research man with training in biochemistry. Thus he joined this firm, taking his first and, remarkably enough, only industrial position.

He became research chemist for that firm in 1924, chief chemist in 1926, and vice-president in charge of research during the crucial and difficult days of the Second World War; in July of this year, with the company deciding to expand into the field of professional products Dr. Klarmann was given the task of managing the company's Technical Services.

Inasmuch as Lehn and Fink has been active both in the drug and cosmetic fields—it became very active in cosmetics when, in 1926, it acquired Dorothy Gray—Dr. Klarmann was called upon through the years to work in two fields and to bring a unity of purpose to two domains. His company's position in the disinfectant field brought Dr. Klarmann to an early realization of the need for an investigation of the fundamental relationship between chemical structure and bactericidal action. The result of this activity was an extensive series of publications and patents. Much of it became textbook information. Lehn and Fink could thus pioneer in introducing germicides of high potency and low toxicity. In the opinion of many, it was this work too which, to a very large extent, laid the basis for the wide current interest in the use of antiseptics in cosmetic preparations.

During the course of his more recent studies on germicides, Dr.

Klarmann became deeply perturbed by the uncritical approach to many of the newer products. Having found much of the work based on inadequate testing he suggested new test methods and procedures speaking out courageously with the voice of the informed skeptic.

Study of Sunscreening Compounds

One of the earliest cosmetic assignments that Dr. Klarmann undertook at Lehn and Fink was a study of sunscreening compounds. He reviewed the absorption spectra of many compounds, and by systematic study selected those chemical substances that merited consideration as sunburn preventives. "I believe that the firm that employed me," Dr. Klarmann stated, "was the first to place on the American market a cosmetic sunburn cream." While quinine salts, salol etc. had been used before, the Dorothy Gray Sunburn Cream, with benzyl cinnamate as its original active ingredient was the first to be based on cosmetically elegant principles.

The list of the patents issued to Dr. Klarmann, alone or in association with his colleagues, shows a wide range of cosmetic interests. He has made advances in such divergent fields as dentifrices and deodorants; and in the latter field has received a patent which is the basis of the current Lehn and Fink prod-



PERFUMERY SPECIALTIES - ESSENTIAL OILS - AROMATIC CHEMICALS

POLAK & SCHWARZ, Inc. 667 Washington Street NEW YORK 14, (N.Y.)

uct, and which depends upon the equilibrium between aluminum salts and heavy metal hydroxides for its buffering action, to reduce the tendency to irritation or fabric corrosion.

Work on Hormones

However, it was in the field of hormones that some of the outstanding achievements of Dr. Klarmann can be recorded in the cosmetic field. Endocrinologists had contended that hormones could be utilized as active agents in cosmetics.

Closely following this work, Dr. Klarmann persuaded his company to set up an ambitious program of tests, under the supervision of outstanding medical specialists, and out of this work came a well tested, scientifically supported hormone cream. No wonder, then, that Dr. Klarmann could assume the leadership in answering the many attacks upon hormone cosmetics that later greeted the cosmetic industry.

Through his work, whether with hormone creams or antiperspirants, sunburn preventives or dentifrices, Dr. Klarmann has worked untiringly to integrate the work of dermatologists, endocrinologists, toxicologists, and other men of science into the field of cosmetics. He felt that there were great borderline areas of investigation which lay between one scientific specialization and another and which, if they were not explored by an inter-science team, might remain little understood and little investigated.

As he looks back upon thirty years of activity in cosmetics, Dr. Klarmann recalls that at one time there was little chemical or dermatological justification for a formula, and certainly less proof that it was either harmless or effective. Today's formulas are a far cry from those of the early days.

First President of S.C.C.

Dr. Klarmann was one of the twelve charter members of the Society of Cosmetic Chemists, and he was its first elected president. He served as program chairman, and he fathered the code of ethics of the Society. He is a member of the American Chemical Society, American Institute of Chemists, American Institute of Chemical Engineers, Society of American Bacteriologists (he was invited to preside at the last meeting of that Society's section on disinfectants and antiseptics), American Public Health Association, American Asso-

ciation for the Advancement of Science, New York Academy of Science, and other organizations. In addition to upward of fifty papers that he has published, he has been selected as a contributor to several technical books. He collaborated with Drs. Schwarz and Peck in the preparation of their excellent volume, "Cosmetics and Dermatitis." He has been a member of the editorial committee of the Journal of the Society of Cosmetic Chemists from the very inception of this publication. At this time, he is active on the Editorial Advisory Board engaged in the preparation of an encyclopedic work on the science and technology of cosmetics.

As to the disinfectant aspect of Dr. Klarmann's interests, he has been active for a number of years in the National Association of Insecticide and Disinfectant Manufacturers, which later became the Chemical Specialties Manufacturers Association. Here Dr. Klarmann was several times Chairman of the Scientific Committee on Disinfectants, also a member of the Board of Governors. On the occasion of the change of the association's name, he was honored by being elected as first chairman of the newly established Disinfectant and Sanitizers Division, and he is one of the technical editors of the Proceedings of the Chemical Specialty Manufacturers Assn.

If all of this leaves a man little spare time, it is even more remarkable that Emil Klarmann has been able to devote himself so much to such other pursuits as his music and his photography, not to mention a charming and vivacious French blonde who happens to be his wife.

From The Sidelines

Beauty Salon Week Deserves Attention

EARLY in 1953, various sectors of the beauty parlor industry and its suppliers collaborated on a National Beauty Salon Week. The story of that week, and of the newspaper, radio and other support that it obtained, is found in a report issued by the firm of public relations counselors, Bozell & Jacobs, Inc., of Chicago. It is a report that can be read with utmost interest, as an example of the close collaboration that can be and should be brought about between the toiletries manufacturers and the beauty parlor industry. Those who, in the

past, have conceived of these as two antagonistic and mutually exclusive fields can be excused for their lack of crystal-gazing abilities. There is no excuse, today, however, for any firm in the cosmetic industry failing to support a drive of this type and nature. "I think that National Beauty Salon Week is one of the greatest things that has happened to our business," said Robert R. Hoffman of Revlon. We agree, and greater yet is the fact that this is spoken by the representative of a company primarily engaged in selling directly to the public, rather than to the beauty salons. In these words we see a portent of a greater understanding between two forces that complement each other; namely, beauty products that are dispensed for use at home, and those sold for professional application.

Things Smell Good In Russia These Days

NOW that the hot war in Korea is drawing to a close and there is some hope, at least among the most optimistic of mankind, that the cold war will likewise diminish in intensity, we pass on to our readers the information that the fragrance industries are booming in Moscow. According to an Associated Press dispatch from London, the Moscow radio recently reported that the favorite perfumes in the U.S.S.R. are called "Red Moscow," "White Lilac," and "The Kremlin." We wonder what odor types the first and third of these perfumes might be, whether our own public would likewise make them favorites (under a more appealing name, of course), how our experts would evaluate them, whether our perfumers could make a good duplication, and whether the scents bear close resemblance to any now being sold in this country or in the democratic lands of Europe. We hope that a traveller from behind the Iron Curtain will carry with him some of these items, so that we in the United States might be better informed about what our colleagues in a similar industry are doing in Russia. But whatever the nature of the fragrances, these products are surely selling, for the same A.P. dispatch goes on to quote the same Moscow broadcast to the effect that the "manufacture of perfumes and colognes has jumped tenfold since the war." To the Commissar of Fragrances, we extend our congratulations. We hope that you will tell us the secret of your success.

Hints for Improving Production



Portable osmometer

Now Osmometer

A precision built osmometer designed to eliminate all variables and to standardize conditions for accurate reproducible odor threshold measurements is offered by Odor Instruments Inc. It is a portable unit adaptable for the laboratory or for use in the field and it is easy to operate. The instrument is made of Pyrex glass parts and odorless plastics enclosed in a light aluminum case. The instrument is sold complete with an electric air compressor. Odors to be tested are placed in the odor sample flask. Solid samples are placed directly in the flask, as well as liquid samples. It is advisable to collect them in known amounts on a known weight of sterile fabric or filter paper each of which shall be odorless. Gaseous samples are collected in the sampling flask by means of a 50 cc. syringe which displaces an equal amount of the odor to be measured. After the odor is collected in the sampling flask a measured volume of odor free air is passed through the odor sample flask into the mixing flask. This pressure is noted on the air gauge, is recorded and known as the odor increment pressure. Additional free air is then introduced in the mixing flask through a bypass valve. This pressure is also noted on the gauge and recorded and is known as the final total pressure. A test

odor detection is made and if none is found the experiment is repeated with twice the odor increment pressure but with the same total pressure. The test is continued until sufficient air has passed through the odor sampling flask to produce a barely perceptible odor. The concentration at which the odor sensation is just barely perceptible by the operator is called the threshold value. The rating between the final total pressure and the odor increment pressure is the threshold number. Strong odors have a high number and weak ones a low one. Full details may be had as to the operation and other facts about the osmometer from the company.

Point-of-Purchase Advertising

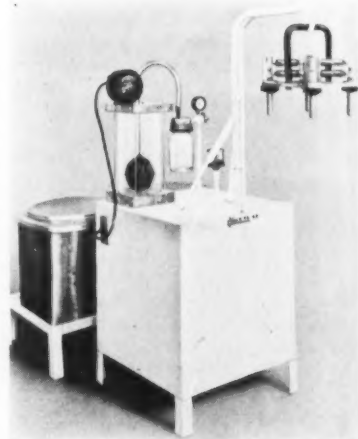
For companies interested in confidential point-of-purchase research information, bulletins, pamphlets and information services but not interested in voting or exhibiting privileges, a company associate membership has been announced by the Point of Purchase Advertising Institute Inc., a non profit organization. Any one interested in the wider and better use of point-of-purchase advertising as a tool of selling is invited to write for full information without obligation.

Structural Steel Framing Member

A new versatile structural steel framing member for partitions, lighting system supports, laboratory equipment framing, pipe galleries, process piping supports, etc., is offered by the M-H Standard Co. The usefulness of the framing member is enhanced by a variety of standard and special fittings, brackets and nuts. The only tools required for assembly are a wrench and a hacksaw.

Filling Labeled Bottles

For filling bottles that have been previously labeled and packed in cases, a new machine is offered by the Eyrle Co. Operating with the head of the filler lowered into the case, the filler fills the bottles by vacuum and is designed to return surplus liquid to an overflow con-



Bottle filler

tainer. The motor automatically stops when the bottles are filled. It operates with all types of free flowing liquids and eliminates the handling of heavy filled bottles.

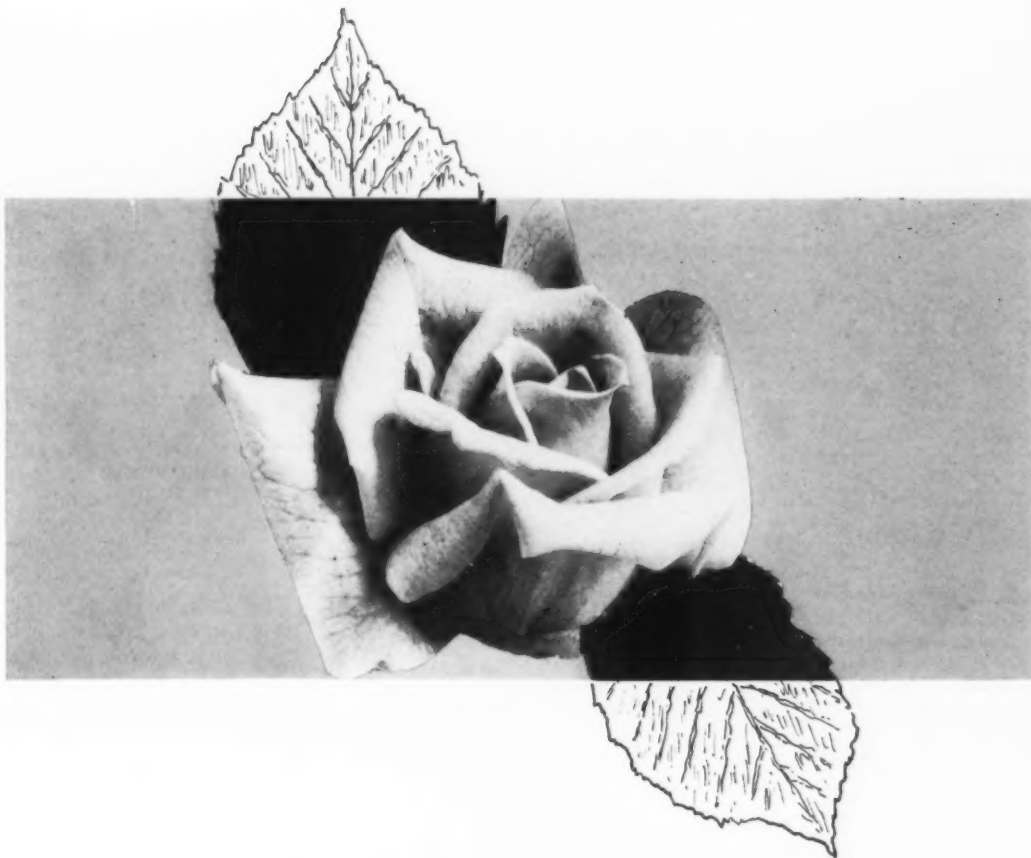
Metallic Stearates is the subject of a well compiled, tersely written 34-page catalog attractively bound in heavy paper covers which has been published by M. W. Parsons-Plymouth Inc. 59 Beckman St., New York, 38, N. Y. In addition to discussing the composition and analysis of metallic stearates, it deals extensively with their usage in industry. It also contains the current technical bulletins of the company's research laboratory.

The gum Arabic technical bulletin issued by Morningstar, Nicol Inc. gives general information on the origin, physical, chemical properties and mesh specifications. It also describes and illustrates grinding and processing equipment employed to prepare grades of Arabic for various industry uses. Other information to assist workers in the proper handling of gum Arabic for best results is also included.

Flexible metal hose is described in a catalog issued by Titeflex Inc. which will be sent gratis to anyone writing for it.

ROSE BULGARE SYNTHETIC

dramatic new Rose note from our fine perfumes laboratory. Its fresh and natural qualities, definitely rose in character, permit its use in large proportions as an extender for the scarce and costly natural Rose Bulgare.



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- AROMATIC CHEMICALS
- PERFUME BASES
- VANILLA
- FLAVOR BASES



Hudnut's Spray and Stay

RICHARD HUDNUT announces Spray and Stay for controlling hair. It contains lanolin. A 5 oz. aerosol container sells for \$1.50.

FABERGE, in an unusual Christmas perfume promotion, flew over 100,000 bottles of its perfume from France via Air France Super Constellations in what it called "Operation Parfum," consisting of a series of 1,000 kilo weekly flights, using pressurized cargo compartments to protect the crystal bottles. Four perfume presentations, newly gift packaged and selling for \$7.70, \$12.50, \$20 and \$50, were involved. The stunt was promoted by both Air France and Faberge.

ALEXANDRA DE MARKOFF introduces a six-gram Magnum lipstick in brushed-gold "scratch-proof" case topped with a jewelry swirl. It comes in nine shades. The lipstick sells for \$2; refills are \$1. In matching cases, cream rouge sells for \$1.50, compact rouge and mascara each for \$2.

LENTHERIC offers "Two for the Money," a package containing two \$1, 2½ oz. ethylene plastic squeeze bottles of Sheer Beauty Hand Lotion Concentrate. The combination retails for \$1.

LENTHERIC has repackaged its Sheer Beauty Powder Pac combination foundation and powder in a plastic pin-and-gold scroll decorated com-

pact with mirror and puff. The product comes in six shades and sells for \$1.25.

MORTON SALT CO. has introduced its Morton Salt and Chlorophyll Toothpaste in Chicago, its first metropolitan marketing area, following a year's test in several smaller Illinois and Iowa cities. The tube retails for 69 cents.

GILLETTE SAFETY RAZOR CO. will spend nearly \$500,000 to introduce Gillette Foamy shave cream. It will launch an outdoor campaign, the first one in more than a decade, which will also include a 33- by 42-foot bulletin in Times Square, New York.

COLGATE-PALMOLIVE CO. is continuing its extensive newspaper promotion of its new toothpaste which is said to contain an antienzyme ingredient it calls "Gardol." Its discontinued predecessor, Ribbon Dental Cream, has been taken off fair trade.

W. O. WASBURN & SONS offers purse-packet containers for eight indivi-



Individual lotion application pillows

dual-applications of Balm Argenta Hand Lotion, each in its individual pillow. A newly created display container, with transparent window, holds 12 packets.

RICHARD HUDNUT will promote a 10-oz. economy size bottle of new-formula DuBarry Hand and Body Lotion during January and February, claimed to be a \$2 value for \$1.

CHERAMY offers two specials through February. The first features A/S Stick Deodorant and April Shower Deodorant Talc for 75 cents, the cost of the A/S Stick Deodorant alone. The other special features a double size bottle of Skin Balm, for drying and chapping, at \$1.

RICHARD HUDNUT offers a January and February combination special: a regular size bottle of Light and Bright, the one lotion hair lightener, and a two-ounce trial bottle of Marvelous Shampoo, together for \$1.50, the price of Light and Bright

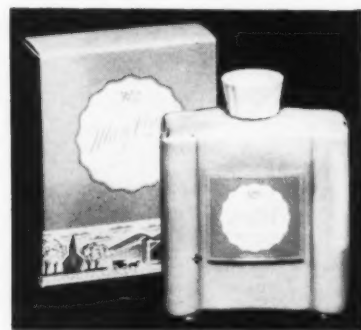
★ *New*

alone. The combination comes in a counter display container and will be supported by advertising. The shampoo is claimed to preserve wave and tint.

ROMA LIND CO. offers Cleansing Oil, to which the customer has to add a dash of table salt to lend astringent and antiseptic properties, and to help remove minor skin blemishes and make-up. In 4-ounce containers it sells for \$2.

MARY CHESSE is distributing a Golden Court package of five ¾ dram miniature bottles in various assortments of seven fragrances. The bottles are capped with Chesspiece King, Queen, Bishop, Knight and Castle tops. The package of five retails for \$5.

J. R. WATKINS CO. is introducing Mary Kin Pink Silk Lotion for skin protection against weather and chapping, through house-to-house selling in the U.S. and Canada. The Owens-Illinois Glass Co. Duraglas



Mary Pink Silk Lotion

bottles come in four and eight ounce sizes, have sturdy bases to prevent tipping, and are provided with pink and blue labels and cartons. The introduction is backed by national advertising.

YARDLEY, in introducing Lotus Soap, offers for a limited time a purse-size bottle of matching Lotus cologne packaged with the soap. The soap is packaged in a gray box,

Packaging & Promotions

patterned with the lotus motif in gold, red and black. A box with three cakes sells for \$1.50.

VELO-DERMA offers a complete beauty treatment line: Velo-Derma Cleansing Cream 777; Duo Lotion 700, the latest addition to the line; Texture Cream, a lubricating emulsion; and Lotion 770. The regular 1 oz. \$10 bottle of the latter will be offered for \$6 from December 28 through January 31.

JOHNSON & JOHNSON is using a self-service floor display-stand for its baby products.

LAMBERT PHARMACAL CO., for Listerine Antizyme and Antiseptic, is sponsoring "Les Paul and Mary Ford at Home," a new series of six weekly five-minute programs over the CBS Radio network.

RICHARD HUDNUT offers a special on DuBarry Creme Superbe during January and February: the regular \$2.75 size will retail for \$1.75. The special will be promoted via display and advertising.

CICOGNE offers Cub Room Toiletries for men. Soap and Cologne are \$5, After-Shave retails at \$3.

LENTHERIC is participating in the Ern Westmore television show with Tweed Heather Duo.

KING MEN LTD. is marketing Velvet Lather Shave Stick, containing hexachlorophene, for use both

with or without a brush. It comes in an unbreakable package crowned with an Ivorytone Knighthead; it sells for \$1.

CICOGNE DISTRIBUTING CO. has repackaged its Sortilege bath lotion and cologne in glossy black and gold bronze striped cartons.

HOUBIGANT offers a self-display package containing Quelques Fleurs Lotion and Body Powder for \$1, the price of the lotion alone.

NESTLE-LEMUR CO. is completing distribution of Colorhair for home use; the permanent hair coloring was previously handled only in beauty salons. Each package contains a pair of disposable polyethylene plastic mitts, a mixer bottle, and a dual-purpose applicator. It contains lanolin and lecithin compounds, and comes in ten shades. Each single-application kit retails



Colorhair kit

for \$1.50. It will be promoted through newspapers and national fashion, service, movie and romance magazines.

HELENA RUBINSTEIN's new compact powder is called Minute-Make-up. It is claimed to be the only compact containing lanolin. Minute Make-up comes in any of six colors and is packaged in pastel pink flat, hinged plastic case with mirror. The price is \$1.25.

CHRISTIAN DIOR PERFUMES is distributing a perfume refill bottle with

funnel attached, for refilling the Miss Dior and Diorama perfume urns. The 1/4 oz. refill bottle sells for \$9, against \$12 for the urn; the 1/2 ounce bottle for \$15, against \$21 for the urn; and the 1 ounce bottle for \$24, while the urn is \$36.

MENNEN's new combination gift package contains a bottle of 98 cent Skin Bracer and a can of Mennen Foam Shave. It sells for \$1.79.

REVLON offers three Jeweled Lipsticks in a velour pouch. A counter



Cardboard and styron lipstick display

display holds 12 sets in position on a vacuum formed styron dome, and provides the sales message on a die-cut, four-color cardboard background.

KINGS MEN LTD. offers a simulated alligator leather case containing after shaving lotion, cream hair dress and after shave powder in unbreakable plastic flacons with Ivorytone Knightsheads. The case is decorated in four colors with a mariner's compass theme and sketches of foreign cities. It sells for \$2.90.

ELIZABETH ARDEN offers Star Twinkle, tiny particles in gold, silver, or multi-color, for use over eye shade, nail polish, lipstick, hair, bare shoulder and cheek. Star Twinkle retails for \$1.50.

SHULTON's Desert Flower Toilet Water bottle has been redesigned. The bottle has gold fired-on Yucca fronds and is topped with a carved polyethylene cap. Desert Flower Body Sachet has been similarly bottled. The toilet water remains at \$1.50 for 3 1/2 ozs., the sachet at \$1.25 for 1 oz.



Shave Stick



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WHAT THE

RETAIL BUYERS REPORT

Specialty, Gift Shops Take Business from Department Stores; Druggists Push Private Brand Programs

JEAN MOWATT

Chicago—Specialty and gift shops are taking more and more cosmetic business from department stores—thanks to their patience with customers. . . . Many buyers are planning to drop lines because they are not holding their own. . . . Department stores offering tickets in their cosmetic departments to make-up demonstrations—backed by newspaper ads—report excellent response. . . . Several leading buyers report leakers are on the decrease, and that shipments of goods are in better condition, with caps staying on jars and bottles, and fewer boxes of broken powder. . . . Buyers

want to see more "how to use" instructions on containers. . . . Summer colognes were prematurely withdrawn in August; boosted by the warm weather they would have done well last month. . . . Drug stores have been stressing all-around beauty programs in their ads—and at their counters. Their own brand names are always stressed. Long hours give them the edge over department stores. . . . Summer addicts in wintertime are preparing to go southwards—and beauty salons are ready to meet any resulting slack with individual make-up, hair, hand and foot care instructions, plugging their own products. . . .

Christmas Buying Ends Slow Fall Season

MAGGIE FLEMMING

Buffalo—Christmas sales kept cash-registers ringing, finally—but only after an unusually slow season due to the warm weather. At the William Hengerer Co. Anela, the nail cosmetic, and Rubinstein's Hand Delight cream froth in pressurized cans were the only items reflecting any spectacular activity.

A special promotion on this Hand Delight proved popular at J. N. Adam's, too. The promotion included a large newspaper ad, attractively decorated aisle cart stacked with the product, plus interdepartmental and elevator cards.

During J. N.'s week-long 72nd anniversary sale, a full-page toiletries ad produced excellent results. The top three-fourths of the page featured a miscellany of 2½" x 4½" picture-and-copy ads covering everything from facial creams and bath accessories to hair brushes and facial tissues. The bottom fourth of the ad was an itemized coupon-type, carrying 120 home toiletries needs with check boxes to simplify ordering via mail.

Currently, a smart tie-in is in progress at this store, combining the promotion of Mr. Mort's dazzling new damask and brocade "after-5" dressed with Corday's "Fame" perfume. A three-quarter page ad, plus strikingly decorated front windows, highlighting this perfume and these stunning new fabrics, are stirring up a good bit of excitement along the main stem. Displays and counter atomizers of Fame are arranged in the Young New Yorker Shop, dress section where Mr. Mort's fashions are available.

Samples Expensive, But Pay-Off Seen

LEE MCKENNON

New Orleans—Perfume samples certainly pay off in sales, the buyer at one of the larger department stores commented here. The bottles are kept on the counter in this store where the casual passer-by may spray a bit of scent on her hand or garments, and the buyer admits a good quantity of perfume is used up in this fashion. But she thinks in the long run it pays. She commented further that some of the

Trend to pre-Christmas price-slashes reported; may mark intensified competition.

Compressed powders, combination foundation-and-powders growing more popular.

Yearly post-Christmas specials ready to be launched.

manufacturers are getting reluctant to pass out samples at style shows, and she is entirely sympathetic for it is an expensive practice. However, she says after such a style show the sales zoom in the line which supplied the samples.

Successful Sampler

The buyer went on to point out D'Orsay's clever sample arrangement. A small case on the D'Orsay counter contains 3 stacks of small cards. Each stack is scented with a different perfume, Le Dandy, Divine and Intoxication, in this case. The buyer says customers like to take a sniff at the cards and carry one or two off for scenting their purse. They often return to buy a bottle of their favorite D'Orsay scent.

Specials

Mark-downs continue to lure in the customers, according to another buyer. Endocrine Hormone Hand Lotion, \$2 size for \$1.25, is selling very well and Barbara Gould's \$2 size Cleansing Cream for \$1, as well as the \$3.50 size for \$1.75 are going very nicely. Antoine's 305 Castile shampoo, plus a tube of hair fixative, a \$3.25 value for \$2, is selling rapidly.

Lentheric has an item that another buyer is highly pleased with because of its popularity. The Tweed deodorant powder sells beautifully, according to her experience. The customers seem to like the idea of a bath powder and deodorant combined and are buying accordingly.

A personal appearance at one of

the department stores evoked excellent sales response, proving again the drawing power of names and personalities.

Tussy, a line that sells well all season, says one buyer, picks up beautifully at Christmas time. The lovely packaging for the Midnight items are especially popular at Yuletide.

Store-Heads Review Christmas Rush

JEAN ROBERTS

Dallas—When is the best time to get Christmas merchandise on the counters?

Department heads in chain drugs and department stores differ. About half of the department and specialty stores have their Christmas displays by the middle of November; the rest wait until after Thanksgiving. For the most part, the chain drug and the cosmetic departments of the supermarkets wait until after Thanksgiving.

All agree on one thing: the pre-Christmas rush period is spent in a lot of planning. Inventories are cleared of as many non-gift items as possible, such as drug and utilitarian supplies. Clerks get more frequent briefings on the new merchandise. Temporary clerks are assigned to the \$1-\$5 items which are prominently displayed and are volume pick-up items.

Promotions

A. Harris built up to the season by bringing into the store a succession of special representatives. These factory-line representatives not only attracted customers into the store for expert advice, but provided valuable training for the department clerks. And right now plans are being completed for special programs of training and presentation for spring and summer which will stress fragrances and treatment. Recently this store tied in a 15-minute television show with such a visit. Dr. Hamm demonstrated his "Film Mask" on TV., and gave advice—only—in the store.

Most stores in the past weeks have carried specials on face and hair care, stressing special prices through the manufacturer—Tiche-Goettinger, Dreyfus, Sangers, Volks, A. Harris all have shown such specials.

Sangers reports a particularly good reception to Revlon's jeweled lipstick trio.

A. Harris, who handle Lancomb exclusively in Dallas, gave a real push to the new Lancomb fragrance, "Tres D'or" with TV spots, windows, newspaper ads, editorial copy in the newspapers, mailing

pieces and a visit from a special representative.

Again this year the Neiman-Marcus Christmas catalogue featured a number of cosmetic items, based on past experience as good sellers.

Mabley & Carew's Seven-Week Drive a Hit; Compressed Powders, Powder-Foundations Booming

MARY LINN WHITE

Cincinnati—Summing up the seven-week intensive cosmetics promotion of representatives, radio, television, and newspaper advertising, the author of it all at Mabley & Carew revealed that each representative's line had done a month's business in a week, and that the results did not stop as soon as the selling drive did. Many who had viewed the daily television demonstrations came in several weeks later, still talking about the products, and buying them. There was already repeat business developing. The store plans to do a similar promotion each year, building the lines which seem most successful potentially. Though management had been slow to accept this idea, it later labeled it "terrific".

Pre-Christmas Price Slashes

The store's push on various lines didn't slow business on the unmentioned products, either. Dozens of Revlon's trio of jewel-top lipsticks walked out (as they did at all the stores), and Dorothy Gray's lotions, moisture cream, and other cold-weather items went fast as soon as the post-Halloween cold snap came. This cosmetics department head (Mabley & Carew) felt that Tussy's change of its half-price special on the famous and popular wind and weather lotion (often given as a Yule gift here) would make it less acceptable as gift-material. The sale used to come just after Christmas; now every woman who receives the very same bottle will feel that she's been given a marked-down gift. Other store buyers felt, however, that if the other lines were putting their dates ahead, Tussy should do likewise, in order not to miss out on the business.

Without any particular stress, Tussy's Medicare was moving well, with the customers not only the teenage group, but older women with problem complexions.

Another item, appealing to a larger market and becoming immensely popular, is the compact containing so-called compressed powder or combination foundation-

and-powder. Max Factor's (the original) was still leading but Coty's, Revlon's, and Tussy's new ones were all being asked for increasingly. McAlpin's mentioned them especially, and this store also prospered with a transparent plastic children's carry-all with comb-mirror-cologne cart display that outgrew its bounds and had to be transferred to a counter.

Alms & Doepke, purchased by progressive new owners, was getting a coat of paint outside and new lighting and remodeling inside, much to the delight of the cosmetics department. A large sale cleaned out merchandise so that there was room for Christmas displays, and the first day of cold weather saw the Yule gifts moving. This store traditionally has a small-gift table, with prices limited, which is very successful. That will not be changed this year.

Dow Drugs, under new ownership too, was zipping up its entire cosmetics approach, stressing good name lines as never before, with advertisements and representatives. Results showed the change to be the right idea.

Shillito Co. Holds Sales

Store-wide sales brought tremendous traffic through the strategically placed cosmetics department at the John Shillito Co., where Lelong's gorgeous Christmas-packaged line at once started to sell. The store's bill inclosures with color photographs of Lelong's \$10 group of five perfumes (a \$25 value) brought many single orders, some multiples. The usual specials were doing nicely (hand creams etc.) and an exclusive was too: a watch-case type compact with a comb and lipstick holder attached at just under \$3. Hazel Bishop's Complexion Glow (a liquid rouge) was continuing its popularity, and Helena Rubinstein's representative, Rod Barron, had a very good week, using his comely wife as a model for his speed-make-up routine. Marie Earle's "Viva" representative did well, but this product is not as wanted as the "invisible chin strap" of the same house.



The Editorial - "WE"

Holiday Greetings To Our Readers

WE take this opportunity to wish our readers, advertisers, and friends a happy holiday season. We hope that the New Year will be a prosperous and a pleasant one for all of you, that it will see the American woman embellished more than ever by the ingenuity of the cosmetic industry, that it will find the industry united in a successful drive to reduce (if not abolish) the good-grooming penalty tax, that it will see new advances in formulation and packaging as important as those of the last decade. And if all this sounds rather involved, we can simplify this entire message with a short slogan, oft-repeated but of which one never grows tired: Merry Christmas and Happy New Year.

Flavor Comes First In Dentifrice Choice

A SURVEY by the American Dental Assn. has just revealed that taste and aftertaste are the major factors in determining what makes a person buy a particular brand of toothpaste. Nothing surprising about this. Everyone is familiar with the great amount of care that goes into the preparation, consumer testing, and final choice of a flavor

for a dentifrice. However, we wonder whether the advertising departments, in their interest during recent years in the ammoniated dentifrices, the chlorophyll products, and today the antienzymes, have not overlooked the appeal that is more important than any in determining product choice.

Bosses Give Okay To Fragrance in Office

THIS is, indeed, the age of benevolent employers. Gone are the slave-drivers, the Simon Legrees, the sweatshops of yesteryear. We work in a five-day world, on a nine to five schedule, with coffee breaks, holidays, pension plans. And now comes word that in a survey of bosses, 90 per cent of the employers queried said they have no objection to perfume being worn in the office, and 56 per cent insist that it should be worn on their premises. All this is wonderful for the perfume industry, and is a tribute, we feel, to the Fragrance Foundation. But is it not going a step too far in human relations when the boss, once the tyrant who made work a dreaded drudgery, has now completed the cycle and is going to insist on the employee's enjoying herself, surrounding herself with a lovely atmosphere and pleasant scents—whether she wants to or not!

One Suit Begun, One Decision Awaited

TWO of the major developments in the cosmetic industry of recent years are now in the courts, one awaiting trial, the other awaiting decision. The latter, of course, is the suit involving cold-wave formulations, and affecting directly such major producers as Toni and Procter & Gamble, and indirectly probably every maker of cold-wave permanents in this country. The former, or suit awaiting trial, has been started by Carter Products, Inc., manufacturers of "Rise" shaving cream, against several makers of pressurized shaving cream preparations. It would be folly for us to pass opinion on the legal matters involved in these cases. Their complexity is bewildering, and their adjudication is not our province. We do believe, however, and wish to express this belief, that the entire cosmetic industry will be in a better position after these trials will have been concluded. There is a state of animated suspension, so to speak, in which a firm interested in one of these products is unable to judge its legal rights or plan its marketing and advertising. It is vain to hope that the cases will not drag for too many years; we do believe, without fear of contradiction, that the need for cleaning the dockets of the federal courts is most acute, and that it would be beneficial to all parties, in these and other actions, to be assured that cases could be disposed of expeditiously.

The Small Manufacturer Is Worth Saving

IN Mr. Hugo Mock's annual report to the Toilet Goods Assn., he draws an analogy between the decline of the number of manufacturers of automobiles and of liquor, on the one hand, and the current abundance of cosmetic companies, on the other. "Is the small manufacturer and the small retailer worth saving or will ultimately only the big concerns be the sole survivors?" We hope that it is not merely wish fulfillment, but sober judgment, that leads us to reject the analogy. The small manufacturer of a cosmetic product can and should be saved, has an important role to play, and will not require the outlay in equipment, raw materials, manufacturing facilities, advertising, and promotion that made it impossible for small producers to continue to make motor cars.

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Two Aromatic Firms Erased from the List

DURING the past few months, two well-known names among perfume suppliers ceased their independent existence. E. I. duPont de Nemours & Co., said to be the largest chemical company in the world (the exact status of the German I.G. is not too clear at this time), has sold its aromatic interests to Rhodia Inc., an old and well-established French house which, as a matter of fact, had sold this very aromatics section to duPont a number of years back. And at the same time, Albert Albek has amalgamated with Polak and Schwarz, to become the West Coast division of that firm. Although this is an industry in which competition is keen and prestige is all-important, the number of companies competing for the business is by no means small. The purchasing agent, already harrassed by more callers than he has time to see, will find but little relief in the two amalgamations. While wishing well to those involved in these two steps, we take this occasion to note that, in its essentials, this is a healthy industry, free from the domination of any one or two firms, and having a substantial number of small firms, operating on relatively little capital, but doing a reliable job for their customers and a creditable one for themselves. Small and large, we hope that they can continue to co-exist side by side in the future as amicably as they have in the past.

Surveys Require Careful Interpretation

A SURVEY, to have any validity, requires the combined efforts of statisticians, poll-takers, and people versed in a particular industry or field of endeavor. It is all very well to send out a questionnaire to so many thousands of readers, asking them where they bought a product, how many times it was purchased, what size the package was, what the brand name was, and numerous other questions too numerous to recapitulate here. But when the results come in, a critical and knowing eye is required if order can be made out of a mass of figures and answers. If nothing else can be learned from the comments made by Mr. Stephen Mayham, in a recent issue of *Drug Trade News*, on Dell Modern Group's 18th Survey of Beauty, it

will have served a useful purpose. In their survey, the editors comment that "cosmetic prices, following the general price trend, have continued to rise higher than the 1951 figures," and they then go on to give examples of products that presumably have risen in price. Mr. Mayham correctly pointed out that the readers were merely stating what they were paying for these products, and the higher costs can be due to upgrading on the part of the consumer. All of this might so easily have been verified by a study of prices of standard-size packages and well-known brands. This misunderstanding of one's own data is, for us, a dramatic illustration of something we have been hammering away at for many a day: namely, that the surveys are useful, provided they are not misunderstood.

Survey Takers Get a Perfect Score

AS we thumbed through a cosmetic survey recently, we were somewhat envious of the infallibility of the survey takers and the perfect memory of the readers. One of the questions asked concerned place of purchase, with breakdowns available for the department store, drug store, variety store, grocery, and miscellaneous. Throughout the survey, every person who chose Avon invariably and without exception checked the miscellaneous group. Of thousands of readers who purchased one or several products of this firm, not a single buyer, in a single instance, suffered a lapse of memory and made the colossal error of believing that the material was purchased in a drug or variety store. We hope some day to approach such remarkable response among our own readers.

A Youthful Idea For Old-Timers' Club

MANY firms have old-timers' clubs, made up of people who are still working for a company after some twenty-five years of service. There comes our way a notice of another type of old timers, a group consisting of those who "at one time or another must have been employed by the Robert Gair Co. for a period of ten years." We like this club, the spirit of camaraderie that motivates it, the words "at one time or another," and the very worthwhile purpose: to perpetuate friendships that grew out of work-a-day associations.

Product Duplication Deserves Study

FROM the annual report of Mr. Hugo Mock, counsel to the Toilet Goods Assn., we glean some interesting remarks on a subject that will come up for scrutiny in greater detail in the future. "Is there excessive product duplication?" asks Mr. Mock, who goes on to point out the dangers of unnecessary multiplications of products or of shades within a product, compelling a manufacturer to carry a stock larger and more varied than is warranted by the needs of his clientele. But when Mr. Mock suggests the desirability of a "cooling off period in which the manufacturer launching a new product had the market to himself for a tem- he himself goes on to say in the porary period of time," we feel—as very next sentence of this report—that he is treading on most dangerous ground. Through patent and trademark protection, there is a way of having a market to oneself for a limited period of time. That the cosmetic industry is sorely beset by too many brands, too many companies marketing the same type of product, too many sizes within a brand, too many fragrances that are barely distinguishable from each other—all this is true. We seldom stop to consider what havoc this creates among retailers and in fact with the public, and we are grateful to Mr. Mock for raising the question in sharp relief.

An Unfortunate NARD Tax Resolution

FOR reasons that we have mentioned before, we believe the NARD made a tactical and strategic error when it went on record, at its recent Chicago convention, as favoring the collection of the federal excise tax at the manufacturers' level. Such a resolution divides the industry, weakens the united struggle for repeal or at least modification of the tax, and hides this tax from the consumer where it will cause resistance to purchase without causing opposition to the tax itself. The need is for unity in the struggle against the entire concept of a good-grooming penalty tax, and we hope the NARD joins in that struggle.

The 1954 National Beauty Salon Week will be held February 21 through 28.



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elements of the
fragrance of
rose absolue*

perfume is a paranymp to beauty

"naarden"
HOLLAND



Soap Section



Planning a New Stick Shaving Soap

Factors to be considered in formulating and manufacturing a shaving soap of this type . . . Imparting emollient properties

PAUL I. SMITH

BEFORE deciding upon the composition of the soap and choosing the ingredients, it is important to decide upon the properties or characteristics required for a specific market. These characteristics may and indeed do vary from territory to territory and they must be accurately determined so that the manufacturer can design his formula and production methods accordingly. If, for instance, it is agreed that the shaving stick for a particular market should be white in colour, fairly hard, able to give a rich creamy lather, economical in use, i.e. not too soluble, completely non-irritant and fully emollient, then a manufacturing scheme can be worked out. Take the first essential, whiteness in colour and a reasonable degree of hardness. This may be assured by prescribing stearic acid or stearines as the basic raw material, using a mixture of the sodium and potassium salts.

The lather will modify the brittleness and insolubility of the sodium stearate and the soaper will be able to exercise a close control over properties by crutching a larger or smaller proportion of potassium stearate into the fully saponified soap. The ability of the soap

to give a rich creamy lather is of premier importance. Even a well balanced blend of sodium and potassium stearates would, by itself, make a shaving soap possessing only mediocre lathering ability; the addition of a quick lathering soap is needed. Coconut oil is recommended as an addition to the stock as this when saponified will give a profuse and readily soluble lather but one that is not permanent. However, in conjunction with the more stable stearate lather the combined effect is generally very satisfactory. Coconut oil is lather suspect as an irritant and the minimum quantity should, therefore, be used, as may be seen.

Emollient properties can only be given to the soap by the addition of such substances as lanolin, soft white paraffin or gum tragacanth. It is, however, possible to build up a smooth and emollient soap by introducing hard oil or similar fat into the recipe in place of some of the tallow or stearic acid.

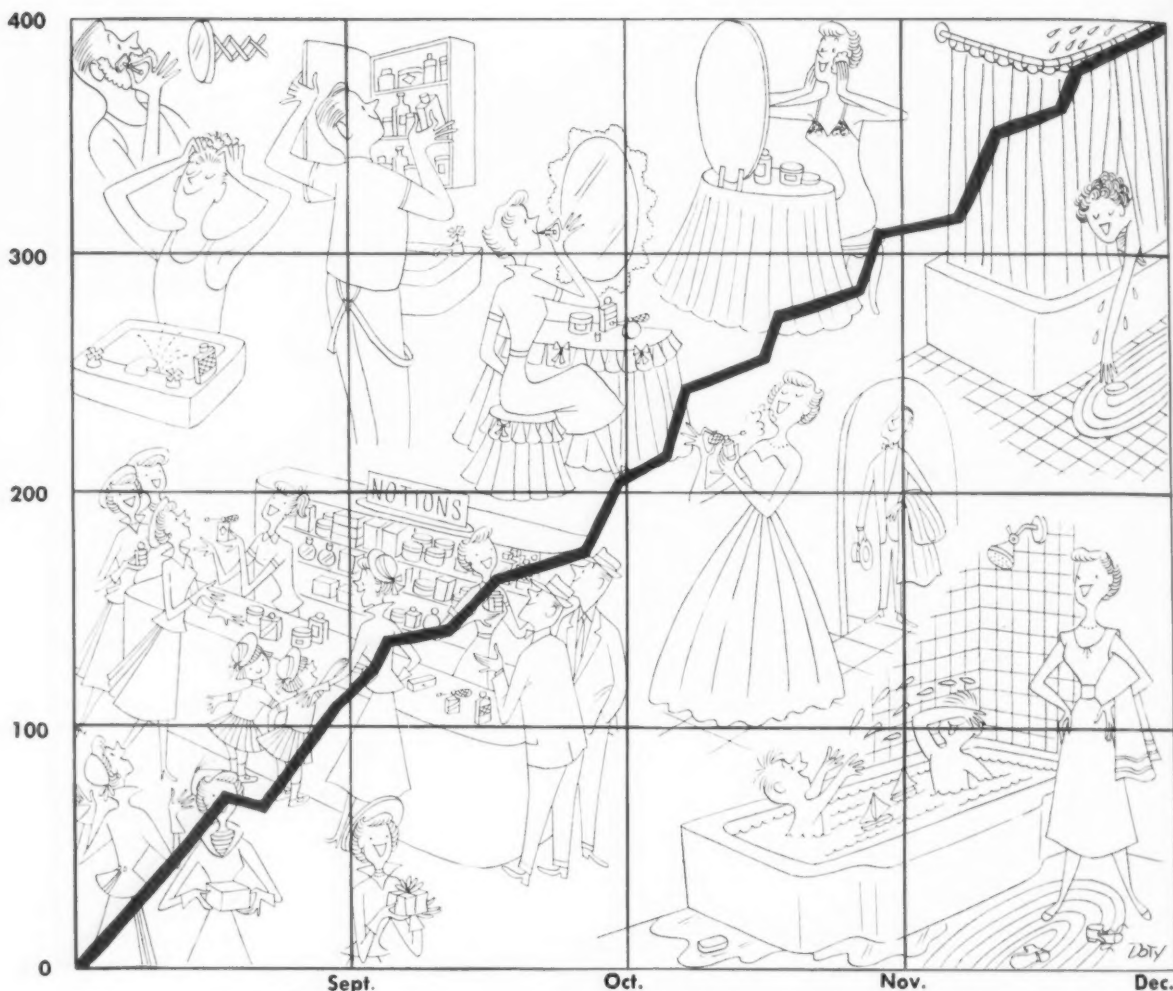
The keynote to success in making high grade stick shaving soap is to insist on high quality ingredients, blended cunningly to give the most desirable properties from the user angle.

Cereal Bran Oils

THE use of gallic acid esters is now claimed to be one of the most effective methods of preventing rancidity in natural fats. This development has just been made public by the semi-official Central Institute for Food Research in Utrecht and the Naarden Chemical Factory. By employing octyl galates in very small quantities, of the order of 100 grammes for a ton of animal fat, rancidity is retarded for lengthy periods. The method is likely to be of considerable value not only for animal oils and fats, but also for a number of vegetable oils.—Paul I. Smith.

Cork Powder Detergents

AN interesting new French patent, No. 876,891 has been taken out by Georges and Maurice Delaville for a process of making detergents from cork powder. According to the patent specification, the cork powder is first submitted to an alkaline hydrolysis in an aqueous or alcoholic medium. The separation of the salts thereby obtained can be attained either by physical methods or by acid precipitation together with extraction with chloroform. The extract agent is then evaporated. By the addition of organic or inorganic bases to the organic compounds obtained in this way from cork powder, detergent substances are finally formed.—Paul I. Smith.



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the other entitled "Viewpoints on the Problem of Chemicals in Foods" was presented before the Food and Nutrition Section of the American Public Health Association at its annual meeting held in November, 1953, in New York City. In addition a paper, entitled, "Chemicals and Food—a Reconsideration," by E. C. Dodds (Courtauld Professor of Biochemistry in the University of London, at Middlesex Hospital Medical School), *Lancet* 244, 1211 (1953), June 20 (1953), is also worth notice. Dr. Dodds wrote,

"It is generally admitted that certain subjects, when introduced into a conversation, have the curious power of robbing the talker of his powers of logic. They appeal so strongly to the emotions that they are seldom considered coolly and critically.

"High on the list of these dismissers of reason and logic is the question of food. One only has to think of the brown versus white bread controversy to realize that this is so. Even the dignified calm of the Upper House [Great Britain] has been rent by sharp cries of the noble contestants in this famous controversy. Similarly, adulteration and chemical treatment of food has an irresistible fascination for the press. Journalists seem to take a delight in painting pictures of people sitting round a family table eating what looks like a fine and wholesome meal yet is really a poison.

"Last year in this very room Sir Edward Mellanby thrilled and horrified an audience with his cinematograph pictures of dogs suffering from running fits due to eating treated flour. . . . It is not true, as the general public is sometimes led to suppose that food manufacturers can do what they like with the people's food; but even if there were no supervisory authority to control them, it seems unlikely that these manufacturers, who, after all, must be astute business men, would deem it sound policy to produce products that would eventually poison their customers."

But even Dr. Dodds who defends the necessary use of chemical additives falls into the fallacy of saying, "The early pigments were natural ones and therefore free from risk. . . ." It seems difficult to point out that merely because a material is natural does not make it harmless. Indeed many natural products are powerful poisons and to give a presently classic example of a natural product of some toxicity to animals coumarin is a natural component of many plants.

Foods and Flavors

DR. WILLIAM DARBY in discussing the nutritional point of view in the symposium on the problems of chemicals in foods mentioned above considered the following definition of a wholesome food, namely, that of the Council on Foods and Nutrition of the American Medical Association particularly with the thought in mind that dulcin, once permitted as an artificial sweetener, has been found sufficiently toxic to animals in chronic toxicity feeding tests to make one conclude that it is unsafe for use in foods and that coumarin thought safe for over 75 years gave evidence in animal tests that it too might be toxic to human beings.

"A wholesome food is a product which makes a significant contribution to the human dietary requirements and which is clean and free from microorganisms and chemical additives of such quality or in such quantity that they may be directly injurious or result in reduced nutritional quality."

The question that arises here is not the acute results of suggested chemical additives or food additives in general for these may be recognized by spectacular effects and evident shortly or immediately after the consumption of the food but the chronic results that cannot be measured in a brief span of time.

As has been pointed out in the past chronic toxicity testing results with animals are often directly applied to human beings although no toxic effects have been shown in man. Thus in the instance of Agene and of coumarin no toxic effects, certainly none of any dramatic effect, have been demonstrated in human beings and their withdrawal from foods has been based on effects shown in animals.

Dr. Dodds and indirectly Dr. Darby have brought up the question of who is going to do the work of testing new and, if we turn again to coumarin, old food additives and as I have stressed this applies to natural as well as to synthetic materials. The consensus at the symposium sponsored by the American Public Health Association was that this was a burden to be borne by the manufacturer of the additive.

The methodology of testing of any additive, new or old, brings many other questions to the fore. These problems are poised by Dr. Darby as follows:

"Indeed, considerations of the possible toxicity for man of food additives have introduced the toxicologists to a new level of thinking.

Certain additives have a potentially wide spectrum of use in food-stuffs—so wide that they may enter one or more items which are habitual parts of the daily diet of every individual throughout life. Obviously, in such cases the possibility of long-term chronic toxicity related to all ages must be considered. Where consumption by the total population will occur, the composition of that total population must be considered. At any instant a rather sizeable portion of our population is burdened with temporary or chronic illness, recognized or unrecognized. A segment of the population is undergoing various physiologic changes or stresses, such as pregnancy. Some of these conditions might render a population segment peculiarly susceptible to the particular food additive. This possibility must be considered in evaluation of the suitability of the substance for use."

It is well for the flavoring material manufacturer to ponder the following thought from the report of the Committee on Food Protection, Food and Nutrition Board, National Research Council (The Safety of Polyoxyethylene Stearates for Use as Intentional Food Additives, July 27, 1953): "Were the additive in question a therapeutic agent, the appraisal of toxicologic data might be essentially a decision between two threats to health, viz., a hazard of the untreated disease and the risk involved in treatment. As the necessity or justification for use becomes less apparent, the margin of safety demanded must be increased proportionately until, at the point where there are no benefits to the consumer directly referable to the maintenance of or restoration of health, the justifiable risk approaches zero. Then the exercise of conservative judgment requires the demonstration of safety beyond any reasonable doubt."

American Dental Assn. Finds Dentifrices Picked by Taste

Dentifrices are chosen primarily for taste, according to a survey by the American Dental Assn. of the 8,320 people interviewed, the largest percentage, 27 per cent, said that taste or after-taste was a major factor in their toothpaste choice; 2 per cent based their selection on cleansing properties; a substantial number merely stated that they "liked" their present brand; and only 2 per cent indicated that they thought their toothpaste prevented tooth decay.



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Technical Abstracts

Dentifrice. Masajiru Ueno. Japan. 3774 ('50), October 27. To the usual dentifrice material, 5-nitro-2-furanacrylamide is added for germicidal action. C.A., 46, 21, 10556, 1952.

Freshening of Air. Airkem, Inc. (Guy S. Paschal, inventor). Ger. 810,170, Aug. 6, 1951. A mixt. of an aliphatic alc. or aldehyde contg. 6-20 C atoms (0.1-0.25%) and chlorophyll (about 0.2%) in 20% aq. EtOH is proposed for masking of odor. C.A., 47, 12, 6072, 1953.

Tasty Bits. How sensitive is your taste? Food technologists at the University of California have determined how much material must be present in food before it contributes to the flavor. They found that taste panels can spot a 0.04% salt water solution, which really amounts to only about one tablespoon of salt in 10 gallons of water. One tablespoon of sugar in two gallons of water stirs the sweet taste—a 0.2% solution. The sour taste of acid, when concentrated hydrochloric acid is used, can be detected when one tablespoon is diluted in 40 gallons of water. One tablespoon of quinine is spotted when it is present in 1000 gallons, sharply marking the bitter taste as the strongest of all. Tests with these basic tastes will be used as a background for extended tests for foods. C&E News, 37, 18, 1844, 1953.

Hair Lotion. Antonio Bisso. Ital. 464,651, July 19, 1951. Nettle leaves are macerated in EtOH for 48 hrs. and extd. with elm-tree bark for 48 hrs. Pure cholesterol and total testicle ext. are dissolved in

472—BASE TILLIS 83:

A faithful duplication of the rich and heady fragrance of blossoming linden trees.

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EtOH and the 2 alc. solns. mixed. The other components are added and the soln. filtered after 10 days. The final compn. is EtOH 88, castor oil 2, pure cholesterol 0.015, salicylic acid 0.01, elm-tree ext. 1.5, nettle ext. 5.5, vine ext. 1, total testicle ext. 1, and Haarlem oil 0.05 g. C.A., 47, 8, 4053, 1953.

Depilatory Cream. Vittorio Cimino. Ital. 467,409, Dec. 6, 1951. To 50 g. sugar, lemon juice is added to dissolve the sugar, followed by 1 g. beeswax and 2-3 g. honey. The mixt. is cooked slowly until caramel is formed, cooled, and applied to the skin. C.A., 47, 8, 4053-4, 1953.

Hexachlorophene and D. C. M. X. as Disinfectants for Soaps. William S. Gump and Arthur R. Cade (Givaudan Corp., Delawanna, N. J.). Manuf. Chemist 24, 143-6 (1953). D. C. M. X. (2, 4-dichloro-sym-m-xylenol) and G-11 have been evaluated in aqueous and soap solutions for their anti-bacterial action. In vitro and in vivo methods were used. It was found that while D. C. M. X. in aqueous media is as effective against *M. aureus* as G-11, and superior to it against *S. typhosa*, it is distinctly inferior to G-11 when added to soaps in small amounts. This is true for the bacteriostatic and bactericidal properties of soaps containing D. C. M. X. against *M. aureus* in vitro, as well as for their skin degerming effects when tested on humans. J.A.O.C., 30, 8, p. 348, 1953.

Solvents for Nitrocellulose. XVI. Some Ketones and Alcohols. A. Kraus (Wasag-Chemie A.-G., Essen, Ger.). Farbe u. Lack 59, 181-6 (1953); cf. C.A. 37, 6124^h.—A discussion of the properties and

performance of Me₂CO, Me Et ketone, Me iso-Bu ketone, mesityl oxide, diacetone, iso-propanol, sec- and tert-Bu alc., and methylisobutylcarbinol (all derivs. of propylene and butylene). Data include their solvent power for ester-sol. and alc.-sol. nitrocellulose, viscosity of lacquers, and tolerance for diluents. C.A., 47, 14, 7232, 1953.

Odorless Depilatories With Barium Sulfides. W. W. Freund (R. D. Toppin & Sons, Sydney). Australasian J. Pharm. 31, 849-50 (1950.—Mists of BaS with a no. of different metallic salts were prepd. Only salts of metals giving very insol. sulfides gave odorless depilatories, and not all salts of such metals. Salts of other metals in large enough amts. suppressed odor, but the mxts. were then ineffective as depilatories. C.A., 45, 8, 3553, 1951.

The pH Measuring of Cold-Wave Liquids. Hans Freytag (Ondal G.m.b.H., Hunfeld, Ger.) Z. Lebensm.-Untersuch. u. —Forsch 92, 30-3 (1951).—The "cold-wave" preps. for waving hair had pH values of 9.4-9.85. A top limit of pH 10 was suggested. The pH was detd. with "Lyphanpaper" and with the glass electrode. C.A., 45, 8, 3554, 1951.

Solvents for Synthetic Musk Used In Liquid Soap Perfumes. August Mutschin. Seifen-Öle-Fette-Wachse 78, 77-8 (1952).—The solubilities of 5 synthetic musk preps. at room temp. in benzyl benzoate, dimethyl phthalate, diethyl phthalate, benzyl alc., 2-(2-methoxyethoxy) ethanol, and 95% EtOH decrease in that order. C.A., 47, 13, 6611, 1953.

Activation of Chlorophyll. Gaku Sato and Zensaburo Tsuji. Japan. 1799 ('52), May 20. Deteriorated and discolored chlorophyll by exposure to direct sunlight is dissolved in 3 vols. 95% alc., stirred with 0.1% ZnO, the alc. is removed at 80°, the residue is extd. with Et₂O, the ppt. is filtered, the filtrate is washed with water several times until there is no brown coloration in the washing, and the Et₂O layer is dried with Na₂SO₄ and distd. to obtain a viscous chlorophyll residue. C.A., 47, 13, 6613, 1953.

Lip Rouge. Masami Nakamura. Japan. 2300 ('52), June 18. The liquid rouge is composed of EtOH 93, ethylcellulose 3.5, and oleic acid mono- or diglyceride 3.5 parts and 5% of a dye is added. C.A., 47, 13, 6616, 1953.

A Veegum-Carbowax Mixture as a Major Component of Ointment Bases. By Takashi Kariya, Arnold D. Marcus and Byrl E. Benton. Three ointment bases made by dispersing a mixture of Veegum-HV, 50 percent, and Carbowax 4000, 50 percent, in water have been prepared. One ointment base made by dispersing Veegum-HV in an aqueous solution of



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sodium aurylsulfate has been prepared. These four bases have been used to prepare ointments of commonly prescribed dermatologic medicinals. The resultant ointments have been closely observed for compatibility, consistency, texture, water separation and "spreadability." Two definite incompatibilities have been uncovered and reported. These ointment bases are easily prepared and the final ointments prepared from them are very acceptable from a pharmaceutical standpoint. Additional ointment bases prepared from either Veegum-HV-Carbowax mixtures of Veegum-HV alone are worthy of investigation. J.A.Ph.A., XIV, 5 p. 298, 1953.

Excipient for Pharmaceutical and Cosmetic Preparations. Société des usines chimiques Rhone-Poulenc (Bernard N. Halpern, inventor). Fr. 899,573, June 5, 1945. Instead of glycerol, 1,2,5-pentanetriol may be used in pharmaceutical and cosmetic preps. C.A., 47, 12, 6100, 1953.

Oxidative Fixing Composition. Robert C. Head (to Procter & Gamble Co.). U.S. 2,633,447, Mar. 31, 1953. The compn. is a homogeneous mech. mixt. having a moisture content not substantially greater than 2% and contains finely divided alkali bromate, an acid buffering agent, and not more than 5% of more finely divided alkali. Thus a mixt. of powd. com. KBrO₃, 100, powd. com. NaH₂PO₄, 75, and Na₂CO₃, 2 parts with an av. moisture content of 0.7% had no Br odor after storage in a closed container at 80° F. for 29 days. The compn. is useful as a fixing agent in the cold permanent waving of hair. C.A., 47, 14, 7170, 1953.

Hydrogen-ion Concentration of Normal and Diseased Skin. A. L. Hudson. Can. Med. Assoc. J. 64, 19-22 (1951).—The pH of the skin of normal and diseased areas was estd. by dropping on indicator soln. and comparing with a color chart. Normal skin has a pH of 4-6, depending on the site and time after washing. Where apocrine glands predominate the skin has a higher pH, their secretion being only

Sampler

weakly acid. In areas of hyperhydrosis the pH rises to 7.5, predisposing to the growth of pathogenic fungi. The pH of some selected diseased skins ranged between 5 and 7.5, while the centers of indolent ulcers ranged from 8 to 9.5. The pH of 37 commonly used surface medications and of 13 soaps and shampoos is listed. C.A., 47, 12, 6022, 1953.

Synthetic Compounds with a Sweet Taste. H. R. Frisch. *Chemistry in Can.* 2, No. 6, 22 (1950). Research on the sweetening power of various compds. is described. Compds. of the type 4,2,1-NO₂ C₆ H₃ (NH₂)OR (I) (where R is H or alkyl) and, to a lesser extent, those of the type 4,2,1-CN-C₆ H₃ (NH₂)OR possess considerable sweeten powers. Thus I, R=H, is 2000 times sweeter; I, R=Me, is 330 times; I, R=Et, is 1400 times; and I, R=Pr, is 3300 times sweeter. Unfortunately, the practical use of these compds. as sweetening agents is not feasible owing to their

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26 Verona Avenue, Newark, N. J.

powerful anesthetic properties, which in some cases exceed that of cocaine. 4, 1, 2-NO₂C₆H₃MeNH₂ and 4,1,2-NO₂C₆H₃Pr NH₂ are 330 and 2000 times, resp., sweeter than sugar, with no anesthetic effect. Their slight soly. in H₂O can be overcome by using them in the form of hydrochlorides or sulfates. Research on the sweetening power of saccharin has shown that it decreases with increasing concn. (with sucrose concns. of 20 and 40 g. per l., saccharin is 667 and 400 times sweeter, resp.). The same applies to the less sweet dulcin. A mixt. of saccharin and dulcin is 770 times sweeter than sugar, far exceeding that of each compd. separately; the physiol. reasons for this phenomenon are described. Similarly, sucrose tastes less sweet than the equiv. amt. of invert sugar (honey). Future research on the sweetening power of various compds. should include investigations on threshold mixts. of several compds. B. A. C.A., 46, 19, 9259.

A micromethod for the determination of vanillin and ethylvanillin in vanilla extracts. R. M. Way and W. R. Gailey (Crescent Manufg. Company, Seattle, Washington.). J. Assoc. Offic. Agr. Chemists 34, 726-31 (1951). The method described provides for chromatographic sepn. of vanillin (I) and ethylvanillin (II) on filter paper with butanol satd. with NH₄OH soln. (2% NH₃ by wt.) as the solvent. I and II, after sepn., are eluted with a phosphate buffer pH 10.7 and detd. spectrophotometrically in the ultraviolet. Results obtained by the method are compared with those by the AOAC method (A.O.A.C. Methods of Analysis, 6th ed., 1945, [CA 40, 46242] which measures both I and II as I. Chem. Abs. 45, 22, 1951.

AMERICAN PERFUMER 48 West 38th Street, New York 18, N. Y.

1. DECEMBER SAMPLER

INFORMATION REQUEST FORM

Please have further information and literature sent on items as circled below.

472	475	478	481	484
473	476	479	482	
474	477	480	483	

2. DECEMBER SAMPLER

ORDER FORM

Please have samples with invoices to cover sent on items as circled below.

472	475	478	481	484
473	476	479	482	
474	477	480	483	

Please attach coupon to your company's letter head or comparable identification.

NAME

FIRM NAME

ADDRESS

CITY ZONE STATE



Left to right: R. Appenzeller, Dr. H. Davidson, W. Lieb and Dr. W. Colburn.

Chicago S. C. C. Installs New Officers

The Chicago chapter of the Society of Cosmetic Chemists has installed the following new officers: Dr. William Colburn, chairman; William Lieb, chairman elect; Robert Appenzeller, secretary; and Harold Davidson, treasurer.

Toni Co. Testing Three New Lipstick Formulas

Toni Co. is testing three formulas for Viv lipstick in Erie, Pa. and Lansing Mich. Two types of lipstick, one regular and one indelible are being tested in Erie. A two way formula—it won't rub off if it is applied in a certain way—is being tested in Lansing. This is the company's first departure from hair preparations.

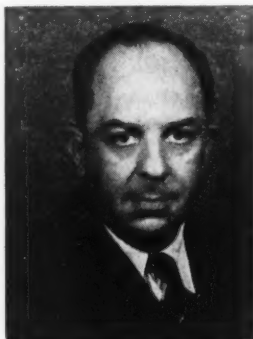
Fragrance Foundation Releases Clever Film for Television

A six minute film "Fragrance for Living—and Giving" is being distributed by the Fragrance Foundation for editorial use. By December 3, the day it was first shown publicly, there were 74 requests for it,

all but two of which were for showings before Christmas. The clever film will reach all trading areas.

George Tombak Organizes Reynaud Ltd. in New York

George J. Tombak, who has been associated with the aromatics sec-



George Tombak

tion of E. I. duPont de Nemours & Co. for the past 20 years has organized Reynaud Ltd. with headquarters at 355 W. 52nd St. New York. The new company of which Mr. Tombak is president, will serve as exclusive representative for H. Reynaud et Fils, handling their

French, French Colonial, Spanish and far eastern essential oils. Aromatics and specialties will also be handled.

Mr. Tombak is a member and past president of the American Society of Perfumers, former chairman of the Aromatic Chemical Committee of the Essential Oil Assn., and a member of the Society of Cosmetic Chemists. He brings to his new enterprise over 25 years of experience in the essential oil and aromatics industry and an extensive knowledge of consumer trends.

Breath Deodorant Incorporated in New Lipstick

A lipstick incorporating a breath deodorant is being test marketed by Caryn Gae, Inc.

Shampoo and Hair Conditioner in Pill Form Introduced

A concentrated detergent shampoo and hair conditioner in the form of a soluble pill has been introduced by Combined Chemical Corp. The pill comes in two parts for both preparations. Packages of eight retail for \$1.

Head of Parkinson Perfumes Dies at 52 from Heart Attack

George Parkinson, founder and president of Parkinson Perfumes, Katonah, N. Y. died November 30 at the age of 52.

Mr. Parkinson was born in England and spent 20 years in the perfume business in France chiefly with the Schiaparelli interests. He came to the United States in 1940 as vice president of Parfums Schiaparelli Inc. Later he established his own business in New York City and was a consultant perfumer for Richard Hudnut Inc. In 1948 he moved to Katonah. He is survived by his widow.

B-W LANOLIN U.S.P.

EVENTUALLY—For better creams, with economy

B-W Lanolin the superior quality puts into your cream that which gives the skin that smooth soft velvety feeling.

B-W Lanolin will never cause your cream to darken, is best by test and contains over 15% free and combined Cholesterol.

No other base used in your cream, equals the merits of B-W Lanolin.

B-W HYDROPHIL (Absorption Base) Made in U.S.A.

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America's Original Lanolin Producer
ESTABLISHED 1914

Sales Office: 509 Fifth Ave.
New York, N.Y.



NEWS and EVENTS



Francis H. Sloan

Roubechez Buys Naugatuck Aromatic Chemicals Dept.

The assets of the aromatic chemicals department of Naugatuck Chemical division, United States Rubber Co., have been purchased by Roubechez, Inc., New York City, it has been announced by Francis H. Sloan, president of Roubechez, Inc. The purchase price was not disclosed.

The rubber company's aromatic chemicals department, which oper-



A. F. Anderson

ated under the name of Naugatuck Aromatics, processed aromatic chemicals, imported essential oils, and compounded finished specialties for the perfume industry. Its purchase by Roubechez, also in the aromatic chemical and essential oil business, included equipment and

inventories, formulas and chemical processes, but no real estate.

"The acquisition of Naugatuck Aromatics will not only permit us to complete our line of chemicals, but it will also allow us to increase our sales service organization," Mr. Sloan said. "We will now have sales offices in Chicago and Cincinnati, as well as New York and Toronto, Canada."

"The manager of Naugatuck Aromatics, Harold J. Edmon, will become vice president of Roubechez. The chief perfumer, Roy Hut-



Harold J. Edmon

telston, and the entire personnel of the Chicago office, will become part of the Roubechez organization."

F.D.A., F.T.C. Examine Anti-Enzyme Dentifrice Claims

The Food and Drug Administration is studying claims and labeling of the new anti-enzyme dentifrices. If therapeutic claims are made for a new ingredient, the dentifrices will be considered as drugs, subject to F.D.A. approval of new drugs and food and drug law requirements on labeling and safety, according to Deputy Commissioner George Larrick. They would also be subject to food and drug law requirements on labeling and safety.

As reported in our November issue, the F.T.C. is also looking into the dentifrices, in regard to their advertised claims.

Carter Products Gains Foam Shave Patent, Sues Rivals

Carter Products has obtained a patent covering pressurized lather composition. The patent is claimed to cover the pressurized shaving cream "Rise", originated in April 1950.

As a result of the patent grant, the concern has instituted infringement suits in the federal court in Baltimore against Colgate-Palmolive, Noxzema Chemical Co., Read Drug & Chemical Co. and Stalford Pressure-Pak.

Lady Esther, Ltd. Sold to Chesapeake Industries, Inc.

Lady Esther, Inc., has been sold to Chesapeake Industries, Inc. a New York holding company, for \$3,275,000.

The company was purchased for the Lansing Foundation of New York, a charitable organization.

The sale followed competitive bidding in the Chicago probate court. The next highest bidder was Helene Curtis Industries, which offered \$3,250,000. Lehn & Fink Products Co.'s bid of \$2,700,000 had been rejected earlier.

Dr. Joseph Schultz, president of Lady Esther, pointed out that the transaction was made in accordance with the will of Alfred Busiel, former president and owner, which specified that the company be sold within a reasonable length of time subsequent to his death.

F.D.A. Considers Removing Colors from Certified List

The Food and Drug Administration is considering removing F.D.C. Orange No. 1, F.D.C. Orange No. 2, and F.D.C. Red No. 32 from the list of certified colors, following research indicating that these colors are not always harmless when used in food. A similar situation may be found with respect to F.D.C. Yellow No. 3 and F.D.C. Yellow No. 4, still under investigation.

Soap, Synthetic Detergents Sales Rising, Survey Shows

Sales of soaps and synthetic detergents in pounds for the third quarter this year were 21% ahead of the preceding quarter and 10% ahead of the same quarter last year. For the first nine months this year, sales were 4% better than in 1952. Ninety-one manufacturers, representing a very substantial portion of the industry's volume, reported total sales of soap and synthetic detergents for nine months amounting to 2,684,243,000 pounds as compared to 2,576,196,000 pounds in 1952 according to the Assn. of American Soap & Glycerine Producers, Inc., which conducts a quarterly sales census.

Sales of soaps only, solid and liquid, for the third quarter were 17% ahead of the preceding quarter but were 6% under sales for the same period in 1952. For nine months this year, sales reported amounted to 1,258,097,000 pounds as compared to 1,449,761,000 pounds for nine months in 1952, a decline of 13%.

Sales of synthetic detergents, solid and liquid, for the third quarter this year were 25% ahead of the second quarter, 29% ahead of the same period in 1952, and for the nine-months period this year were 27% ahead of last year. Total synthetic detergents reported for nine months 1953 amounted to 1,426,146,000 pounds as compared to 1,126,435,000 pounds in 1952. Sales of synthetic detergents as reported for the third quarter 1953 represent approximately 54% of the total soap and detergent market.

Dollar sales of all soaps and synthetic detergents for the third quarter this year increased 22% over the second quarter, 14% over the same period in 1952. For the first nine months this year, total dollar sales reported amounted to \$571,712,000 as compared to \$521,479,000 in 1952, an increase of 9.6%.

A. J. Gomiero, British Agents for Ets. V. Mane Fils, Moves

A. J. Gomiero, general agent in Great Britain for Ets. V. Mane Fils, France, is now located at 6, Cowper St., City Road, London, E.C.2., England.

Phila. College of Pharmacy Holds Public Demonstrations

The Philadelphia College of Pharmacy and Science threw open its entire building, including its laboratories, library and museum, to the general public on December

11 and 12. Demonstrations and screening of motion pictures formed part of the program.

F.T.C. Calls Meeting to Consider New Trade Rules

Modifications of the industry's Trade Practice Rules, involving the new policies on "push money," use of the word "free," and fair trade agreements, as a result of the enactment of the McGuire Fair Trade Act, were considered at a hearing of all industry members called by the Federal Trade Commission on December 11 at the Starlight Roof of the Waldorf-Astoria Hotel, New York. Commissioner Lowell B. Mason presided.

Treasury, Congress Leaders Plan Tax Rules Tightening

The cost of toothpaste or cosmetics won't be tax deductible under a tightening of income tax regulations being planned by U. S. Treasury and congressional leaders in connection with a proposed liberalization of medical cost deductions.

Mich. Chemical, Allied Industries Group Holds X'mas Party

Dinner, dancing and cocktails were some of the attractions of the annual Christmas party held by the Chemical and Allied Industries Assn. of Michigan December 19 in the Grand Ballroom of the Book-Cadillac Hotel in Detroit.

Givaudan-Delawanna Atlanta Office in New, Larger Quarters

The Atlanta, Ga., office of Givaudan-Delawanna, Inc., and its associate companies, Givaudan Flavors, Inc., and Sindar Corp., has recently been moved to larger quarters at 1156 Dalon Drive, N.E., ATwood 0122.

D&O Starts to Import Argentinian Oil Lemon

Argentinian oil lemon, meeting all U.S.P. specifications, is being imported by Dodge & Olcott, Inc., 180 Varick St., New York, sole agents for the producers, W. Sanderson & Sons of Messina, Italy. Its current price is \$8.25 per pound, f.o.b., New York.

Barbasol Co. Ends Free Goods Deal, Raises Fair Trade Prices

The Barbasol Co. has eliminated its free goods deal under which goods were supplied from wholesalers' stock, the company has notified its wholesalers. At the same time it announced new fair trade minimum prices on its products, and new minimum prices to the retail trade.

Hercules Powder Co. New York Sales Offices in New Quarters

The Hercules Powder Co. branch sales offices in New York are now located at 380 Madison Avenue, New York 17, N.Y.; OXford 7-0010.

Givaudan Aromatics Plant Opened in Brazil

A new and modern factory for the manufacture of perfume raw materials has been erected in Sao Paulo, Brazil by Companhia Brasileira Givaudan, an associate company of L. Givaudan & Cie., S.A., Geneva, and Givaudan-Delawanna, Inc. The new plant is the first to bring industrial production of synthetic aromatic materials to Brazil to supply the soap, perfumery and foodstuffs market in South America.

The new plant is under the direction of Messrs. Emile Brauen, Leon Givaudan, and Ottavio Zuccari. The factory is equipped to produce not only aromatic derivatives of the essential oils readily available in Brazil but also many other perfume materials that may be required.



Entrance to the new Companhia Brasileira Givaudan plant in Brazil.



John L. Cassullo, D&O president and host at recent expansion celebration party.

D&O Celebrates Expansion with Open Door party

Dodge & Olcott, Inc. celebrated the completion of part of its expansion program of its facilities at 180 Varick St., New York, with an open door party. Guests were invited to visit the facilities, and technical personnel were on hand to answer any questions offered.

F.T.C. Examiner Bans Misleading Antell Ad Claims

False and misleading advertising of Charles Antell "Formula No. 9," Charles Antell Shampoo and Hexachlorophene Soap has been prohibited by an initial decision filed by an F.T.C. hearing examiner.

According to the F.T.C. examiner, the firm may not claim its Formula No. 9 prevents baldness or loss of hair, or that its shampoo's hormone content has any cleansing effect.

The F.T.C. complaint followed protests to the agency by representatives of the N.B.B.M.A. and N.H.C.A. regarding the advertising claims for "Formula No. 9," N.B.B.M.A. counsel Jacob Reck reports.

The hearing examiner also found that regular prices of "Formula No. 9" were presented as special introductory offers.

Perfumers' Get Bee's Eye View of American Wild Flowers

Another one of the numerous interesting programs presented at the meetings of the American Society of Perfumers was given on the evening of November 18 when Raymond D. Wood, Associate of the Royal Photographers Society of



In the new D&O product development laboratories, Herbert Kainik and Anthony Balchius evaluate recent work on aerosol perfumes.



The D&O perfume department staff. Left to right: John Lyons, James Puglis, Gus Schwindeman, Mysie Emmet, Herbert Kainik, Anthony Balchius, and John Morrell.



The D&O flavor department staff. Left to right: C. Hoffman, Willem Lasthuysen, Claude Johnstone, Jack Hohhof, Frank Pond, Charles Dwyer, and Frank Mainer.

Great Britain gave a bee's eye view—a series of 100 slides in color—of wildflower portraits. The photographs were taken by Mr. Wood and were also processed by him so as to assure utmost possible fidelity to color.

As each slide was thrown on the screen Mr. Wood gave a running commentary on the flowers, pointing out the carnivorous wildflowers such as the pitcher plant which contains a toxic or anaesthetic liquid instead of water as was commonly supposed, and also similarly pointing out features of each flower shown. He explained that the daisy and the buttercup while profuse in the United States are not native plants. On the other hand golden-

rod is; and moreover he showed why the goldenrod is the victim of a bad reputation which it does not deserve. It is not a wind pollinated plant but gets its reputation as a cause of hay fever because of the fact that it blooms at the same time as ragweed. Other flowers were discussed in an equally interesting way; and Mr. Wood answered numerous inquiries about them as well as about his method of photographing them.

The meeting was well attended and President Albert Dillinger presided with his usual skill and graciousness. A cheery card signed by all present was sent to Joseph Kessheimer, a member, who was critically ill.

New Monthly Alcohol Drawback Rules Issued

Notice to the A.T.T.D. and filing of a bond are the chief requirements for monthly, as opposed to quarterly, tax drawback under rules issued by the Internal Revenue Bureau for packers using alcohol for non-beverage products. The rules also stress that all monthly and quarterly tax drawback details are handled by regional offices, not the central office in Washington, D.C.

Charabot President Reports Grasse Industry Blossoming

M. G. Couderchet, Charabot & Co., Inc., has returned from a three weeks' visit to Grasse, France. He reported that there appears to be no decline in the Grasse raw materials industry.

About 560,000 kilos of *jasmin* flowers were processed, and the harvest was over by September 25, resulting in an exceptionally fine quality product, according to Mr. Couderchet. About 70 kilos of concrete produced by G.I.F.P.A. this year as a security measure were absorbed by the Grasse houses, together with about 70 kilos carried over from 1952, he continued.

"The production of Italian *jasmin* was considerably reduced after the middle part of September and there was not enough good quality 1953 Italian *jasmin* concrete to take care of the demand. In fact there is still a demand for high quality 1953 Italian concrete, but, apparently, it cannot be met with the 5/600 kilos of Italian Concrete which are being offered presently, but do not seem to find a ready market among real connoisseurs.

"It seems that there is practically

no surplus besides the quantities reserved by the Grasse houses for their regular customers and the *jasmin* situation appears healthy. The position might even become tight should additional requests be received."

As regards rose, Mr. Couderchet said that over 700,000 kilos of flowers were processed against 400,000 kilos in 1952. It has been completely absorbed, Mr. Couderchet found, and about 60 kilos of concrete produced by G.I.F.P.A. as a security measure were also purchased by the Grasse houses.

"The tendentious reports that have appeared recently regarding a decline in the future of Grasse are without real foundation. The manufacture and extraction of floral and other natural products continue in Grasse as in the past. The healthy activity between the Grasse houses and the Paris perfumers still exists, because it is impossible to imagine quality perfumes without quality floral and other natural products (*jasmin*, rose, orange flower, orris, *mousse de chène*, etc.)," he concluded.

Purchasing Agent Looks at Salesmen

"What purchasing agents would like to see in a salesman" was discussed by Edward D. Hemingway, purchasing agent for the Ford Division of the Ford Motor Co. at a recent meeting of the Chemical & Allied Industries Assn. of Michigan.

Bargain Special: \$300 Lipstick, While The Supply Lasts

Cartier, Inc., jewelry shop on New York's Fifth Avenue, offers a Charles of the Ritz lipstick for \$300.

Lambert's Antizyme Toothpaste Requires Two-Shift Production

Demand for Lambert Pharmacal Co.'s Antizyme toothpaste so greatly exceeded the company's original estimate, that the original quota was consumed in about a month, the firm reports. Consequently, employment at its St. Louis and Jersey City plants have been nearly doubled, with operations on a two-shift basis.

Cuba Places 5-10 Per Cent Tax on Toilet Goods

Cuba has placed a 10 per cent luxury tax on toilet water, lotions, oils, pomades, cosmetics, hair restorers and hair tonics and similar articles with a value in excess of \$5, as well as on toilet essences.

A 5 per cent tax has been placed on toilet powder, talcum, rouge, facepaint, cosmetic pencils, solid and liquid manicuring products and skin cream with a value in excess of \$3.

On imported items, the tax is calculated on the price paid by the importer, plus other importation expenses and duties.

Industry Leaders Meet at Annual Givaudan Party

Upwards of three hundred leading personalities from the perfume, cosmetic and allied industries gathered at the University Club in New York for the recent annual Fall reception and cocktail party of Givaudan-Delawanna, Inc.

The party was held during a visit to America of Mr. Andre Givaudan who had an opportunity to meet many eminent personages in the field and to explore with them subjects of mutual interest. A few days after the reception, Mr. Givaudan left on his return trip to Europe.

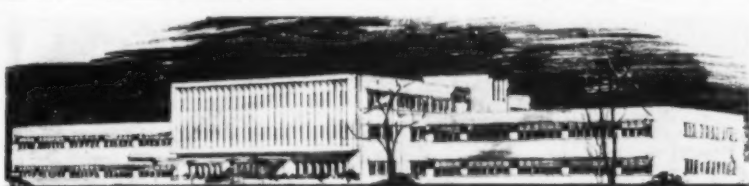


At the annual Fall reception and cocktail party of Givaudan-Delawanna, Inc. Left: E. R. Durrer, John W. Solomon, Andre Givaudan, P. Bouillette, and Jean Despres. Right: Andre Givaudan (left) of L. Givaudan & Cie, S.A. with H. Gregory Thomas (right), president of The Fragrance Foundation.





D&O sales personnel. Left to right, Bill Gray, Chicago; Ed Spellman, New York; Ed Wyluda, Boston; Frank Murdock, San Francisco; Al Birsner, Philadelphia; Earl Kersten, Atlanta; Lou Mignacca, New York; Paul Sperry, Sales Manager; George Collins, St. Louis; K. Hartley, Chicago; and Tom Callahan, Cincinnati. Top row, left to right: Chet Smith, Los Angeles; Bob Heidt, New York; Joe Fortescue, Philadelphia; J. O'Mara, Boston; Bill Arko, Chicago; Jack Melody, New York; Jules Bauer, Sales Coordinator; Fred Perrone, New York; John Gallagher, New York; Jim Dugan, Boston; Neil Grace, Los Angeles; H. Bachmann, St. Louis; and John Thompson, Toronto.



Ground has been broken for Atlas Powder Co.'s new administrative headquarters in Wilmington, Del., scheduled for completion early in 1955. To cost \$2,700,000, the 382 foot long structure will house the firm's present 400 general office employees and provide space for a 50 per cent future expansion in administrative staff.

William A. Hoffman Inc. Representing Five European Producers

William A. Hoffman Inc., New York, N.Y. announces that it has appointed American and Canadian representative for Soci   Extr  its J. Noiro, Nancy, France, producers of fruit concentrates. As a result, the company points out, it has rounded out its line of foreign producers of essential oils and aromatic chemicals for cosmetics, soaps and flavors.

The other concerns for whom it is sole American agent are: Adrian & Cie, Marseilles, France, Filippo Sergio & Co., Reggio Calabria, Italy and Ridel de Haen, A.G., Hamburg, Germany. Another concern is Malvoisin Macon.

William Hoffman has had 35 years of experience in the industry. For 20 years he was located in Vienna where he represented Noiro in Austria. He is a graduate chemist from the University of Vienna. He came to the United States in 1918 when he established his company.

Penn-Drake 75th Anniversary Brochure Published

A new 16-page brochure commemorating the 75th anniversary of Pennsylvania Refining Co. has been published. Included are an

outline of the company's history since its founding in 1878, a consideration of the operation of the company today, and a short description of the thirteen basic Penn-Drake products. Copies of the 75th anniversary brochure may be obtained from Pennsylvania Refining Co., Butler, Pa.

A.M.A. Cosmetics Committee Accepts Bobbi Home Permanent

Bobbi Home Permanent, a product of the Toni division of the Gillette Co., has been awarded the seal of acceptance by the American Medical Assn. Committee on Cosmetics, Toni president R. N. W. Harris announces.

Stresses Synthetic Organic Chemistry in Perfumery

The need for synthesis of new chemicals if perfumery is to progress was stressed by Edward Sagarin, of Standard Aromatics, Inc. and author of "The Science and Art of Perfumery", in a talk he recently delivered to the Chemistry Society of Brooklyn College. He outlined the historical growth of the perfume industry and visualized a bright future in synthetic organic chemistry for perfumes and flavors.

Country-Wide Sales Personnel Attend Dodge & Olcott Meeting

Dodge & Olcott sales personnel from all nine branches located throughout the country attended the concern's recent national sales meeting in the Hotel New Yorker, New York.

By far the greater part of the program was given over to the technical personnel who brought the sales staff up-to-date upon the strides in expanded laboratory service and product development made during the past year.

During the perfume sessions, fragrances for cosmetics and industrial odorants were discussed by Gus Schwindeman; aerosol perfuming was described by Herb Kainik; French perfumery by Mysie Emmet; household deodorants by Jim Puglis; and general topics by John Lyons.

From the flavor laboratories, Claude Johnstone discussed the plans for the coming year, and was followed by Jack Hohhof, Bill Lasthuysen, Frank Pond and Charles Dwyer, who spoke on such various aspects of the flavor field as beverages, specialty flavors, and meat, condiment and pickle seasonings.

Administrative and organization subjects were taken up during the first morning session by F. H. Leonhardt, Sr., chairman of the board; John L. Cassullo, president; V. H. Fischer, vice president; F. H. Leonhardt, Jr., secretary and vice president; Jules Bauer, coordinator of sales; Ruth Farnworth, advertising manager; and Paul Sperry, sales manager. The meeting was rounded off by a visit to the offices and new laboratories in the Dodge & Olcott building where special tests and demonstrations were prepared by the technical personnel.

KOMMON/SCENTS!

Thanksgiving finds most of us counting our blessings while some continue counting their profits. Under increased taxes and still unbalanced budgets, the former seem to outnumber the latter.

Areas of national gratitude run all the way from the arts and sciences to the happy trivia of sports and the entertainment world. In other words, there are some who would like to write the nation's books but others who'd rather audit them.

Hollywood, for example, deserves thanks for its Three-Dimensional pictures. To be completely frank, bespectacled movie audiences didn't really like the movies anymore than former audiences did. But movie patrons were at least given a chance to look at themselves and one another for a better laugh than they got on the screen.

In baseball, the New York Yankees thrilled the nation with their fifth straight American League pennant and fifth consecutive World's Series win. It was not the first time they knocked opposition pitchers out of the box and opposition managers out of work.

In boxing, Rocky Marciano demonstrated anew that the best defense is a good offense. Unfortunately, there are critics who still maintain that the choice of Marciano's opponents was even more offensive than the Massachusetts mauler himself.

Thanks are also expressed by many for the second Kinsey Report, variously classified between the arts, sciences and professions. Kinsey is credited by some with having proven that normalcy is sometimes more a matter of arithmetic than morality.

Only in the field of Atomic Energy do we find our gratitude alloyed with fear. We are not so much concerned with the Russian successes as the worry that they may start spending instead of stockpiling their A-Bombs.

The Cosmetic Industry, of course, has much for which to be grateful. Youthful relatives who used to wind up on the payroll now detour via Selective Service.

George Fiedler



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Elmo, Inc. Expands Sales Staff

Harold Boggan, general sales manager of Elmo, Inc., Philadelphia cosmetics manufacturers, reports several new appointments to the sales staff.

Daniel Stirminski has been placed in charge of a new territory embracing Delaware, Maryland, Virginia, and Kentucky. Miss Hazel Du Barries is traveling demonstrator in the region.

John Hartan, formerly with Dermetics and Evyan, is now working for Elmo in the Dakotas, Minnesota, Nebraska, Iowa, Missouri, Kansas and Wisconsin.

Frank Callopy has taken over the southeastern region and Miss Hazel Smiley is conducting open demonstrations and lectures in his territory.

Miss Kay Welch, who had been previously with Elmo, has returned as traveling representative, conducting demonstrations throughout the country.

P. J. Carney, who is in charge of the territory embracing New England, Pennsylvania, Washington, D.C., and New Jersey is now assisted by Miss Estelle Todd.

Warner-Hudnut Profits Up in First Three-Quarters

Warner-Hudnut, Inc. has announced estimated profit after taxes of \$2,417,500, equal to \$1.65 per share, for the nine months period ending September 30, as compared with \$1,828,700, or \$1.18 per share, for the same period in 1952. Domestic cosmetic sales were 10 per cent above 1952.

Colgate-Palmolive-Peet Co. Now Named Colgate-Palmolive Co.

Colgate-Palmolive-Peet Co. has been renamed Colgate-Palmolive Co., effective October 30. No change in corporate entity was involved.

Geigy Co., Inc. and Geigy Chemical Corp. Merged

Geigy Co., Inc. and its affiliate, Geigy Chemical Corp., have merged under the name of Geigy Chemical Corp., located at 89 Barclay St., New York 8, N. Y.

Jewish Philanthropies Secure Help from Industry Members

More than 150 members of the drug and cosmetic industry contributed to the current \$16,950,000 drive of the Federation of Jewish

Philanthropies, held recently at the Hotel Pierre in New York.

Givaudan-Delawanna Opens New, Expanded Detroit Office

The Detroit office of Givaudan-Delawanna, Inc. and its associate companies, Givaudan Flavors, Inc. and Sindar Corp. has opened new and expanded offices at 18228 Mack Ave., under the management of R. M. Stevenson, assisted by his son, James L. Stevenson.

Heyden Chemical Corp. Opens New Cincinnati Branch Office

Heyden Chemical Corp. has opened a new Cincinnati sales office in the Paramount Building, 920 McMillan St. T. H. Risch, previously with the Chicago office, has been appointed manager of the new branch office.

Tussy Celebrates 25th Year with Record Sales

Tussy Cosmetics, a subsidiary of Lehn & Fink Products Corp., is celebrating its 25th anniversary with the biggest year ever recorded in company history, according to Edward Plaut, Lehn & Fink president.

In the last ten years Tussy net sales increased 237 per cent; in the last five-year period, 175 per cent, according to the announcement.

Plough Corp. Buys Radio Station WJJD

Plough Corp. Memphis, Tenn., has purchased radio station WJJD for Marshall Field.

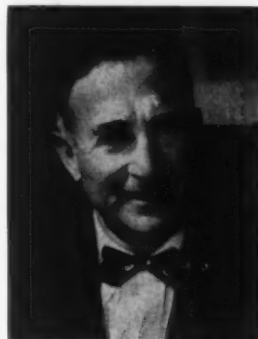
Among Our Friends

ARIMI TAO, president of the Arimino Chemical Co. Ltd., manufacturers of cosmetics and hair preparations, Tokyo, Japan, has returned home from a tour of the United States. He was especially interested in studying American methods of hair dressing and visited some of the largest concerns in the field during his stay here.

C. R. KEELEY, advertising manager of *Beauty Fashion* is to be guest of honor at the annual banquet of the Foragers in the Midston House, January 8, 1954. Joseph Keho, president of Dorothy Gray Inc. is to be toastmaster; H. Gregory Thomas, president of Chanel Inc. will be the guest orator. A souvenir program is to be published in connection with the affair.

RALPH K. GOTTSCHALL, president of Atlas Powder Co., has been elected a life trustee of Lafayette College.

E. M. STOLAROFF, president of the Natone Co., manufacturers of Martha Lorraine lip brushes, Lip Life, and Haraway Gelee, recently



E. M. Stolaroff

returned from a two months' trip to Europe, where he had been visiting Natone distributors. American rights were acquired for a number of new European cosmetic specialties, some of which the firm will make in this country, while others will be imported.

EILEEN DAY of Fuerst Bros. & Co. Ltd., London, England, has returned home following a month's flying tour of the United States which included visits in Florida and California where she had an opportunity to observe the production of citrus oils.

RICHARD M. PAGET, senior partner in the New York and Chicago management consultant firm of Cresap, McCormich and Paget, has been elected a director of Atlas Powder Co., ISAAC FOGG, chairman of the Atlas board, announces.

FRED L. HILBERT, veteran of some 30 years in the essential oil and allied chemical field, has resigned from Fritzsche Brothers, Inc., in order to retire.

FRANCOIS GOBY, of Tombarel Freres, S.A., Grasse, France, is visiting the States.

ELY BAGLEY has been named supervisor of new product development for Heyden Chemical Corp.'s market development department.

WILLIAM F. FORD has been appointed by Lehn & Fink Products Corp. as regional sales supervisor of the south-eastern states.

American Aromatics



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DR. THOMAS H. VAUGHN has been elected vice-president in charge of research and development of Colgate-Palmolive Co. by the board of directors. He resigned a



Dr. Thomas H. Vaughn

similar position at Wyandotte Chemicals Corp. to accept the post.

WARD F. PARKER, vice-president and director of marketing at B. T. Babbitt, Inc., New York, has been named to the board of directors of the company.

MRS. MARTHA WOOD has been named executive secretary of the National Beauty and Barber Mfrs. Assn. She will be associated with N.B.B.M.A. executive vice-president JACOB RECK in managing the Washington office.

CHESTER O'SHEIL has been elected vice-president in charge of manufacturing at Kolar Labs., Inc.,



Chester O'Sheil

Chicago. He will also continue in his present post of general manager.

WILLIAM BARBOR, district manager for the Rilling Division of Rilling Dermetics Co., has been transferred from the midwest to upper New York state, and Erie, Pa.; A. SIEGFRIED, formerly with Sales Affiliates, will be district manager for Ohio, Indiana, West Vir-

ginia and Pittsburgh, Pa.; SAMUEL DIENER, formerly with Revlon, will be district manager for New York City, Westchester and Long Island.

DR. OLIVER L. MARTON, perfumer and chief chemist, Shulton Inc., has been elected a member of the New York Academy of Sciences.

VICTOR G. FOURMAN of the Syntomatic Corp. offers recommendations on the teaching of science and mathematics in secondary schools in a recent issue of *Science*.

J. E. WEHMER has been appointed Midwest representative of the aromatics division of Rhodia, Inc. with headquarters in Chicago. Formerly with E. I. Du Pont de



J. E. Wehmer

Nemours & Co. for 34 years, he had been with Rhodia Chemicals Co. many years ago.

ALFRED McKELVY, who started the Seaforth line of men's cosmetics, now a subsidiary operation of Vick Chemical Co., has originated a powder mix for jelly, called Toby Jell. He has formed a partnership with Douglas Leigh, head of Douglas Leigh, Inc., who will direct the marketing campaign.

CARL SCHNEFEL, co-founder and treasurer of La Cross, manicure instrument manufacturer, was honored recently at a dinner celebrating the 50th anniversary of the founding of Schnefel Bros. Corp.

IRVING ROSEN has joined the staff of Aceto Chemical Co., Inc. as general executive assistant.

LEON E. KARUCHIN, vice-president of the American Pharmaceutical Co., is on an extended business trip to South America, visiting

Panama, Ecuador, Peru, Bolivia, Chile and Argentina.

R. E. HILBRANT has been appointed manager of the toilet arti-



R. E. Hilbrant

cles department of the Colgate-Palmolive Co., replacing J. A. STRAKA, who recently resigned.

H. GREGORY THOMAS, president of Chanel, has accepted the chairmanship of the cosmetic section of the 1953-1954 drive of the New York Arthritis and Rheumatism Foundation.

MILTON RABINOWITZ has been appointed vice-president and general manager of the First Machinery Corp., New York. The company's engineering staff and facilities will be expanded, according to president FRED R. FIRSTENBERG.

FRANK M. CORDERO, assistant treasurer at George Lueders & Co., has become the 54th member of the firm's Twenty-Five Year Club. In honor of the occasion he was presented with gifts from officers and employees of the company, and was tendered a luncheon at the Drug and Chemical Club.

Obituary

Hamilton Brinsley Bush

Hamilton Brinsley Bush, joint managing director of W. J. Bush & Co. Ltd., London, England, died November 10 following a brief illness.

His unexpected passing brings to a close 33 years of loyal and most devoted service to the company; and a deep sense of loss will be felt by all with whom he worked in his long career.



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100 Years of Service
100 Years of Success

Market Report

Demand Brisk, Prices Stable

INCREASED activity was noted in essential oils and aromatic chemicals over the past month. Fall and winter manufacturing requirements accounted for a good share of the activity, although quotations which are in many cases more attractive than a year ago served to have an influence on sales.

Ethyl Alcohol Reduced

With the exception of only a few items price movements were generally confined within narrow limits. Ethyl alcohol was an exception to the list due to competitive conditions that had been developing for many weeks. Tankcar prices were reduced 5 cents a gallon. While carlot and less than carlot prices were likewise reduced, differentials were increased a full cent a gallon to meet higher freight and handling charges. As an example, the differential between the tankcar price and the carlot price in drums was moved up to 13 cents a gallon instead of 12 cents. Trade observers expressed the opinion that the new basic price for pure ethyl alcohol of 43 cents a gallon in tankcars as compared with a previous price of 48 cents would bring a greater degree of stability to the market.

Alcohol is the most widely used item in the solvent group. Menthol and thymol displayed a degree of softness. Demand for menthol has proved highly disappointing over the past few months due in some measure to the mild weather conditions that have prevailed over a wide area. Cheaper lots of imported thymol have been more freely offered in the market thus tending to soften the general tone of the market.

There were many firm spots in the essential oil group, including patchouli, Ceylon and Formosan citronella, mint oils and lime. Vanilla beans hit a new high price

level over the past month in the face of short crops and a supporting demand for the account of leading extract manufacturers.

Mint oils were considerably stronger than they appeared on the surface of the market. A brisk domestic demand accompanied by fairly good export sales served to have a strengthening influence upon peppermint oil in the country. Toward the close of last month there was a disposition on the part of dealers in the country to hold stocks until after the turn of the year, believing that with the passing of the year-end inventory period they would be able to obtain still better prices for their merchandise. Stepped up operations in the confectionery trade resulted in a greater demand for mint oils as well as a rather extended list of other oils for hard candies. Cinnamon, wintergreen, orange, lime, lemon and clove all shared in the activity.

Good Demand for Aromatic Chemicals

Demand for aromatic chemicals was likewise brisk. Articles going into perfume compounds, toiletries, proprietaries, and soaps were commanding considerable attention.

Local prices for Formosan citronella oil moved up over 10 cents a pound to reflect the firmer conditions existing at the primary center. Based on estimates, remaining stocks in Taiwan amount to only about 1,000 drums. Approximately 6,000 drums of oil have already been sold. Such a small quantity remaining unsold may not meet requirements of European buyers, since past records show that 500 drums are required each month for the account of consumers abroad.

Californian and Floridian orange oils continued in ample supply but lemon remained in a generally firm position and some trade factors are

looking forward to a stiffening in lime oil prices in the months ahead because of strong conditions existing in primary centers Mexico and the West Indies. Argentina has become a new source of lemon oil which may tend to relieve the tight supply position. Under the same processing methods used by a prominent producer of hand pressed oil in Italy, the Argentinian lemon oil has been found to be of excellent quality.

Vegetable Waxes Mixed

Vegetable waxes were highly mixed. Following a rather substantial drop in prices early in the period, carnauba turned a shade firmer as minimum export prices were established in Brazil. Early cuttings of the new crop are underway, and according to reports the new crop should be about normal in size. Production in Brazil runs between 10,000 to 12,000 tons a year. Local prices for beeswax were steady to firm. Reports from Africa indicated a general strengthening in the crude beeswax market. Spot prices for Japan wax moved up 3 cents a pound. The tight supply position in ouricury has failed to be relieved.

Among the basic or tonnage chemicals, makers of borax and boric acid are soliciting contract orders for 1954 at current quotations. Export market for solid caustic soda continues highly competitive but domestic prices are holding steady to firm under the influences of a good tonnage movement to most major consuming industries.

Isopropyl alcohol prices were reduced 4 cents a gallon late last month. The new and lower prices on all grades are on a delivered basis anywhere in the United States. In several consuming lines isopropyl alcohol is highly competitive with ethyl alcohol.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Prices per lb. unless otherwise listed.

Almond Bit, FPA per lb.	3.40@	3.80
Sweet True	.58@	.90
Apricot Kernel	.36@	.50
Amyris	1.50@	1.75
Angelica Root	70.00@	110.00
Angelica Seed	55.00@	90.00
Anise, U.S.P.	2.80@	Nom'l
Bay	1.50@	2.10
Bergamot	11.25@	14.25
Artificial	3.00@	4.75
Birchtar, crude	1.80@	2.10
Birchtar, rectified	2.55@	2.85
Bois de Rose	3.85@	4.50
Cajeput U.S.P.	2.30@	3.00
Cajeput (technical)	2.00@	2.25
Calamus	20.00@	22.00
Camphor "White"	.25@	.42
Cananga, native	9.00@	10.15
Rectified	12.10@	12.75
Caraway	2.75@	3.00
Cardamon	28.00@	35.00
Cascarilla	35.00@	40.00
Cassia, rectified, U.S.P.	8.00@	Nom'l
Cedar leaf, U.S.P.	2.15@	3.00
Cedar Wood	.48@	.60
Celery	16.00@	20.00
Chamomile Hungarian	180.00@	275.00
Cinnamon—		
Bark	20.00@	50.00
Leaf	1.35@	3.00
Citronella, Ceylon	.55@	.90
Java	.75@	1.00
Java type	.60@	.70
Cloves, from buds	5.80@	9.00

Leaf	1.55@	2.00
Copaiba	2.00@	2.65
Coriander	17.50@	25.00
Croton	4.35@	5.00
Cumin	4.50@	5.20
Dill—		
Weed	4.00@	4.65
Seed, Indian	2.90@	3.40
Erigeron	5.50@	6.85
Eucalyptus—		
80-85%	.85@	1.10
70-75%	.65@	.95
Fennel, Sweet	2.30@	3.00
Garlic (oz.)	8.75@	10.50
Grapefruit	2.90@	3.30
Geranium, Rose Algerian	9.00@	11.75
Bourbon	11.00@	12.50
Turkish	5.75@	6.50
Ginger	10.75@	13.00
Guaiaac (Wood)	1.30@	1.95
Hemlock	2.15@	2.75
Jasmin (absolute)	235.00@	350.00
Juniper Berry	2.85@	3.50
Laurel leaf	9.85@	12.60
Lavandin	2.15@	3.00
Lavender, French—		
40-42% ester	5.75@	7.35
30-32% ester	3.00@	4.50
Spike	1.55@	2.00
Lemon, Calif.	7.25@	7.50
Italian	7.25@	9.50
Lemongrass	1.00@	1.30
Limes, distilled	6.00@	7.25
Expressed	7.85@	9.50
Linaloe wood	3.45@	4.15
Lovage (oz.)	10.00	Nom'l
Mace	2.50@	3.60

Marjoram	1.35@	2.40
Neroli—		
Haitian	75.00@	100.00
French	210.00@	270.00
Nutmeg—		
East Indian	2.90@	3.50
West Indian	2.65@	3.65
Ocotea Cymbarum	.65@	.90
Olibanum	5.60@	7.85
Opopanax	38.00@	42.00
Orange, Florida	.75@	1.00
Italian	3.90@	6.00
Calif., exp.	.80@	1.25
Distilled	.80@	—
Origanum	2.15@	2.85
Orris Root, concrete (oz.)	6.50@	8.75
Concrete, extra	12.00@	15.00
Patchouli	7.85@	10.50
Pennyroyal, European	1.75@	2.40
Peppermint natural	5.10@	5.25
Redistilled	5.35@	6.50
Petitgrain	2.35@	2.85
Pimento, Berry	4.50@	5.15
Leaf	2.45@	3.00
Pinus Sylvestris	2.65@	3.00
Pumilio	3.50@	4.25
Rose, Bulgaria (oz.)	53.00@	65.00
Synthetic, lb.	30.00@	35.00
Rosemary, Spanish	.65@	.95
Sage—		
Spanish	.90@	1.25
Dalmatian	7.25@	8.35
Sandalwood, N. F.	9.50@	10.25
Sassafras—		
Artificial	.45@	.65
Snake root	30.50@	32.00
Spearmint	5.75@	6.25



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Essential Oils

19 West 44th STREET, NEW YORK 36, N. Y.

Murray Hill 7-5712

Spruce	2.25¢	2.75
Sweet birch Southern	2.10¢	3.00
Northern	4.95¢	8.00
Tansy	8.35¢	9.00
Thyme, red	1.75¢	2.50
White	2.00¢	3.40
Valerian, extra	100.00¢	125.00
Vetiver—		
Bourbon	16.25¢	20.00
Haitian	13.50¢	18.00
Java	23.00¢	31.50
Wintergreen, Southern	3.40¢	15.00
Northern	7.25¢	14.00
Wormseed	8.00¢	9.15
Wormwood	5.75¢	6.40
Ylang Ylang, Bourbon	20.00¢	32.50
Haitian	12.85¢	Nom'l.

TERPENELESS OILS

Bay	3.00¢	3.60
Bergamot	20.00¢	29.00
Grapefruit	85.00¢	95.00
Lavender	10.00¢	14.25
Lemon	65.00¢	70.00
Lime, ex.	80.00¢	90.00
Distilled	60.00¢	62.00
Orange sweet	110.00¢	135.00
Peppermint	11.75¢	12.80
Petitgrain	5.25¢	6.10
Spearmint	11.50¢	14.25

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.15¢	2.50
Acetophenone	1.40¢	1.80
Alcohol C 8	1.95¢	2.25
C 9	12.50¢	13.00
C 10	2.00¢	2.30
C 11	13.85¢	14.50
C 12	2.75¢	3.50
Aldehyde C 8	9.00¢	11.00
C 9	16.75¢	17.10
C 10	7.00¢	7.50
C 11	18.60¢	20.00
C 12	14.80¢	15.75
C 14 (Peach so-called)	6.85¢	7.50
C 16 (Strawberry so-called)	5.85¢	6.20
Amyl Acetate	.55¢	.70
Amyl Butyrate	1.00¢	1.25
Amylcinnamic Aldehyde	1.85¢	2.40
Amyl Formate	1.00¢	1.25
Amyl Phenylacetate	3.75¢	4.10
Amyl Propionate	1.25¢	1.60
Amyl Salicylate	.90¢	1.00
Amyl Valerinate	1.95¢	2.40
Anethol	1.25¢	1.40
Anisic Aldehyde	2.15¢	2.65
Anisyl Acetate	6.00¢	6.75
Benzyl Acetate	.70¢	.85
Benzyl Alcohol	.70¢	.90
Benzyl Benzoate	.80¢	1.00
Benzyl Butyrate	1.75¢	2.00
Benzyl Cinnamate	3.75¢	4.00
Benzyl Formate	1.50¢	2.10
Benzophenone	1.65¢	2.00
Benzyl-isoeugenol	9.00¢	10.25
Benzyl Propionate	1.60¢	2.20
Benzyl Salicylate	1.65¢	2.00
Benzylidene Acetone	2.00¢	2.75
Bromstyrol	5.75¢	6.35
Butyl Acetate, normal	1.15¢	1.50
Cinnamic Alcohol	2.50¢	3.25
Cinnamic Aldehyde	1.25¢	1.40
Cinnamyl Acetate	3.65¢	4.00
Citral, C. P.	3.40¢	3.85
Citronellol	1.90¢	2.50
Citronellyl Acetate	2.65¢	3.00
Citronellyl Butyrate	5.50¢	5.90
Coumarin	3.00¢	3.45
Cuminic Aldehyde	3.25¢	4.10
Cyclonol	2.85¢	3.15
Diethylphthalate	.45¢	.51
Dimethyl Anthranilate	5.75¢	6.00
Diphenyl Methane	1.15¢	1.30
Diphenyl Oxide	.60¢	.75
Ethyl Acetate	.30¢	.35
Ethyl Benzoate	.85¢	.90
Ethyl Butyrate	.85¢	.95
Ethyl Capronate	2.40¢	2.85
Ethyl Cinnamate	3.00¢	3.65

Ethyl Formate	.70¢	.80
Ethyl phenylacetate	1.20¢	1.35
Ethyl Propionate	.90¢	1.00
Ethyl Salicylate	1.90¢	2.50
Ethyl Vanillin	6.75¢	7.30
Eucalyptol	1.50¢	1.75
Eugenol	2.85¢	3.25
Geraniol, dom.	1.75¢	2.35
Geranyl Acetate	1.50¢	2.00
Geranyl Butyrate	4.00¢	4.85
Geranyl Formate	4.50¢	4.95
Geranyl iso-valerate	7.60¢	8.30
Guaiac Wood Acetate	4.65¢	5.00
Heliotropin, dom.	3.40¢	3.85
Hydrotropic Aldehyde	5.90¢	6.35
Hydroxycitronellal	5.40¢	5.85
Indol, C. P.	19.00¢	19.50
Iso-borneol	1.65¢	1.80
Iso-butyl Acetate	.85¢	1.50
Iso-butyl Benzoate	1.65¢	1.85
Iso-butyl Salicylate	2.15¢	3.00
Iso-eugenol	4.10¢	4.85
Iso-safrol	2.10¢	2.80
Linalool	5.90¢	6.25
Linalyl, Acetate 92%	6.00¢	6.75
75%	5.75¢	6.10
Linalyl Benzoate	18.50¢	20.00
Linalyl Formate	11.90¢	12.85
Linalyl Propionate	12.75¢	14.00
Menthyl—		
Brazilian	5.25¢	5.30
Japanese	7.50¢	7.60
Synthetic, racemic	4.95¢	5.10
Laevo	5.15¢	5.20
Methyl Anthranilate	2.40¢	2.65
Methyl Anthranilate extra	2.75¢	3.10
Methyl Benzoate	.55¢	1.00
Methyl Cinnamate	1.75¢	2.25
Methyl Heptenone	5.20¢	5.85
Methyl Heptene Carbonate	35.00¢	40.00
Methyl Naphthyl Ketone	3.85¢	4.10
Methyl Phenylacetate	1.10¢	1.75
Methyl Salicylate	.58¢	.65
Musk Ambrette	5.15¢	5.30
Ketone	5.35¢	5.60
Xylene	1.40¢	1.65
Neroline (ethyl ether)	2.50¢	2.80
Octyl Isobutrate	4.95¢	5.30
Paracresyl Acetate	2.20¢	2.75
Paracresyl Methyl Ether	2.10¢	2.75
Paracresyl Phenylacetate	4.60¢	5.20
Phenylacetaldehyde 50%	2.75¢	3.25
100%	4.10¢	4.65
Phenylacetic Acid	1.65¢	2.25
Phenylethyl Acetate	1.60¢	1.95
Phenylethyl Alcohol	1.65¢	1.90
Phenylethyl Butyrate	4.20¢	4.50
Phenylethyl Propionate	3.10¢	4.00
Phenylethyl Salicylate	1.35¢	4.80
Phenylethyl Valerianate	5.50¢	6.00
Phenylpropyl Acetate	3.30¢	3.85
Phenylpropyl Alcohol	2.70¢	3.20
Safrol	.85¢	1.20
Scatol (oz.)	2.75¢	3.25
Styrollyl Acetate	1.50¢	2.25
Thymol, crystals	3.00¢	3.25
Vanillin, eugenol	6.50¢	7.25
(Guaiacol)	3.00¢	3.25
Lignin	3.00¢	3.25
Vetiver Acetate	42.50¢	50.00
Violet Ketone Alpha	9.90¢	10.25
Yara Yara (Methyl ether)	2.25¢	2.70

BEANS

Vanilla beans—		
Bourbon	6.00¢	6.75
Mexican, cut	6.35¢	Nom'l.
Mexican, whole	6.50¢	6.80
Tahiti	5.00¢	Nom'l.
Tonka Beans Surinam	1.05¢	1.30
Angostura	1.65¢	1.80

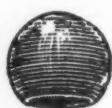
SUNDRIES AND DRUGS

Acetone	10.4¢	.14
Ambergris, ounce	8.00¢	17.50
Balsam, Copaiba	.85¢	1.10
Canada fir, gal.	33.00¢	35.00
Peru	1.25¢	1.65
Beeswax, bleached, pure		
U. S. P.	.70¢	.74

Yellow, refined	.55¢	.60
Bismuth, subnitrate	2.65¢	
Borax, crystals, carlot ton	67.25¢	91.75
Boric Acid pvd., U. S. P., ton	129.25¢	153.75
Calcium, Phosphate	.073¢	.081¢
Phosphate, tri-basic	.073¢	.08
Camphor, pvd., domestic	.57¢	.59
Castoreum, nat., cans	7.25¢	17.00
Cetyl, Alcohol, extra	.80¢	1.15
Chalk, precip. bags, cts	.027¢	.03
Cherry Laurel Water, jug, gal.	1.25¢	Nom'l.
Citric Acid Anhydrous	283¼¢	.31¼
Civet, ounce	6.50¢	10.00
Cocoa butter	.91¢	.93
Cyclohexanol (Hexalin)	.34½¢	.35
Dextrine, white, cwt.	8.53¢	8.68
Fuller's Earth, Mines ton	27.00¢	30.00
Glycerin, C. P.	33½¢	.34
Soap Lye, crude	.21¢	.22
Gum Arabic, white pvd.	.40¢	.45
Amber	.13¼¢	.14½
Gum Benzoin, Siam	3.50¢	3.85
Sumatra	.38¢	.45
Gum Galbanum	.98¢	1.25
Gum karaya, pvd.	1.8¢	.30
Gum Myrrh	.35¢	.40
Henna, pvd.	.22¢	.24
Kaolin	.05¢	.07
Labdanum	1.00¢	1.85
Lanolin, cosmetic	38½¢	.48½
Anhydrous	.36¢	.38
Magnesium, carbonate	.11¼¢	.14
Stearate	.38¢	.43
Musk, ounce	65.00¢	Nom'l.
Olibanum, tears	.20¢	.25
Siftings	.16¢	.18
Orange Flower Water, gal.	1.75¢	2.25
Orris Root, Italian	.23¢	.28
Paraffin, fully ref. 122-124	.07½¢	.08
Peroxide (hydrogen U. S. P.) bbls.	.03¾¢	.05
Petrolatum, snow white	.06¾¢	.08¾
Quince Seed	1.10¢	1.50
Rice Starch	.16¢	.18
Rose Flower, pale	.65¢	.90
Rose Water, jug (gal.)	1.25¢	1.85
Rosin, (gum) M. per cwt.	8.75¢	9.00
Salicylic Acid U&P	.48¢	.53
Saponin No. 1	2.75¢	2.80
Silicate, 40° drums, works, 100 pounds	1.70¢	2.30
Sodium Carb.		
58° light, 100 pounds	2.75¢	4.52
Hydroxide, 76° solid, 100 pounds	4.80¢	4.90
Spermacti	.29¢	.30
Styrax Asiatic	.68¢	.72
Tartaric Acid (250 lb. drums)	.37¢	.41
Tragacanth, No. 1	2.75¢	3.20
Triethanolamine	.26¼¢	.27¼
Zinc stearate, U.S.P.	.37¢	.42
Oxide, U.S.P.	.16¾¢	.17¾

OILS AND FATS

Castor, refined, drums	.21½¢	.22
Coconut, crude, Atlantic ports, tanks	.18¢	.19
Refined, drums	.25¢	.27¼
Corn, crude, Midwest, mill, tanks	.14¾¢	.15
Corn Oil, refined, tanks	.17½¢	.18
Cottonseed, crude tanks	.13¾¢	.14
Grease, white	.08¼¢	.08¾
Lard, Chicago	.16¢	Nom'l.
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Olive, edible (gal.)	2.55¢	2.70
Peanut, crude, tanks	.19¢	.20
Red Oil, single distilled drums	.13¾¢	.15½
Double distilled	.16¼¢	.18
Stearic Acid		
Triple Pressed	.15¢	.16¾
Double Pressed	.12¾¢	.14½
Tallow, acidless, drums	.11¢	.11½
Tallow, extra	.06¾¢	.06½



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